

2-X-H

NBC FEATURE

January 2, 1962

THANKS FOR THE MEMORIES!

Christmas cheer for thousands of servicemen overseas, a Strategic Air Command practice "alert," a "Phase II" storm and K-rations all are parts of the memories of Bob Hope's latest entertainment tour to remote U. S. military bases.

Hope and his troupe -- Jayne Mansfield, singing actress Dorothy Provine, comedian Jerry Colonna, vocalist Anita Bryant, Rosemarie Frankland (current "Miss World" title holder), actor Peter Leeds, George (brother) Hope, and Les Brown and his Band of Renown -- returned from the Arctic Dec. 29.

During the nine day tour near the top of the world the Hope troupe put on shows at bases in Newfoundland, Labrador, Baffin Island and Greenland. Entertainment highlights of the trip were filmed to be presented on "The Bob Hope Christmas Show," the comedian's second NBC-TV special of the season, to be broadcast on the network Wednesday, Jan. 24 (9-10 p.m. EST).

Hope knew of the possibility of an alert, since they are a part of the daily routine for the pilots of the 80 SAC bases around the world, but none of the crews or bases have advance knowledge when they will be called. While Hope and his group were entertaining several thousand Air Force soldiers at Sondstrom, Greenland, the klaxon horn warning signal for the alert was sounded and hundreds of crew members of the SAC walked out on the show to take up their assigned duties.

The "Phase II" storm occurred at Thule Air Base, Greenland, which is located about 550 miles from the North Pole. It is extremely

(more)



Digitized by the Internet Archive
in 2019 with funding from
University of Maryland College Park

<https://archive.org/details/nbctraderelases1962nati>

cold with high winds and snow blown in off the icecap that surrounds it. It also has twister-like storms that are called "phases." The troupe was briefed that during "Phase I" they could walk with effort; "Phase II" meant they would have to lean into the wind to get anywhere and during a "Phase III," when the wind hits 90 mph with 115 mph gusts, "stay inside." A "Phase II" hit while the troupe was entertaining in a hangar. Since it was possible for Phase III to follow, everyone was issued K-rations to wait out the storm. They consisted of tuna fish pie, and pineapple and crackers, which some of the group nibbled.

At Thule, Hope was met by Secretary of the Air Force Eugene M. Zuckert, who was on an inspection tour of the Ballistics Missile Early Warning Stations. Despite the hectic nine-day tour, Hope and some of his troupe went right back to work upon their return to the U. S. On Saturday, Dec. 30, Hope was toastmaster at the Big Ten Football Awards Dinner in Hollywood; Miss Bryant went to Peoria, Ill., to play a club date and Miss Mansfield went to Detroit, Mich., for a personal appearance.

-----O-----

NBC-New York, 1/2/62

January 3, 1962

3 MAJOR NATIONAL ADVERTISERS--SCHLITZ, BRISTOL-MYERS, SCHICK--
PURCHASE SPONSORSHIP IN SEVERAL PROGRAMS ON NBC-TV NETWORK

Three major national advertisers -- Joseph Schlitz Brewing Company, Bristol-Myers Company and Schick Inc. -- have purchased sponsorship in several NBC-TV programs, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Schlitz (through Leo Burnett Co., Chicago) has ordered participations in "Saturday Night at the Movies" and "Laramie." In addition, the company has purchased one-third sponsorship of NBC-TV's Emmy Awards TV broadcast on May 22, weekly participations in NBC-TV's Saturday Pro Basketball coverage, and one-half sponsorship of the Senior Bowl Game coverage on Jan. 6.

Bristol-Myers has ordered participations in "Laramie," "International Showtime," "Outlaws," "Saturday Night at the Movies," and "David Brinkley's Journal." The company also purchased volume schedules in NBC-TV's popular daytime programs, "Say When" and "Concentration."

(The order was placed through Young & Rubicam Inc.)

Schick (through Norman, Craig & Kummel Inc.) has purchased sponsorship in "Saturday Night at the Movies," "87th Precinct" and "Outlaws."

-----O-----

NBC COLOR TELEVISION NEWS



January 3, 1962

MILTON BERLE RETURNING TO A COMEDY-VARIETY FORMULA
IN HIS OWN CHRYSLER-SPONSORED NBC-TV COLOR SPECIAL
WITH JACK BENNY, LAURENCE HARVEY AMONG GUEST STARS

Milton Berle will return to his TV comedy-variety format when he presents "The Milton Berle Show," a special full-hour color broadcast on NBC-TV Friday, March 9 (9:30-10:30 p.m. EST).

Guest stars already signed for the show, which will originate from NBC-TV's Burbank studios, include Jack Benny and Laurence Harvey. Other top name stars also will be scheduled.

"The Milton Berle Show" will be produced by Bill Harbach and directed by Barry Shear. It is one of six special programs to be sponsored by Chrysler Corporation on NBC-TV this season. As previously announced, the first show in the series will be "The Bob Hope Christmas Show" Wednesday, Jan. 24 (9-10 p.m. EST) and the second is "The Broadway of Lerner and Loewe" color broadcast of Sunday, Feb. 11 (7:30-8:30 p.m. EST). The agency for Chrysler is the Leo Burnett Company Inc.

Berle, who launched his fabulous television career on NBC-TV June 8, 1948, headed a full-hour color broadcast variety series during the 1958-59 season when he was starred in NBC-TV's "Kraft Music Hall." During the current season he has appeared as guest star on NBC-TV's "Dinah Shore Show" color series and was starred in a dramatic role on NBC-TV's Dick Powell program. He also plays important club engagements.

-----O-----

January 3, 1962

NBC NEWS PREPARES LIVE CONTINUOUS TV COVERAGE OVER SEVERAL HOURS
FOR U.S.A.'S MAN-IN-ORBIT SPACE EXPLORATION THIS MONTH
- - -
Details and Assignments for TV and Radio Are Announced

NBC News is prepared to broadcast continuous live television coverage, over a several-hour period, of the launching, orbiting and recovery of a United States astronaut this month.

NBC-TV will begin broadcasting approximately an hour before launch time. The astronaut, Marine Lt. Col. John H. Glenn Jr., is expected to orbit the earth three times in four-and-a-half hours.

Live TV coverage of the orbit attempt will be sponsored by the Gulf Oil Corporation.

NBC News correspondent Frank McGee will broadcast live from mammoth Studio 8-H in the RCA Building in New York City. The studio will also contain a model of the space capsule which will carry Glenn around the earth and a replica of the National Aeronautics and Space Administration's string of tracking stations around the world that will monitor Glenn's journey.

"This broadcast will be the largest undertaking since the political conventions," said producer Chet Hagan.

NBC will have a staff of more than 50 newsmen and technicians at Cape Canaveral, Fla., the blast-off point. NBC News correspondents Roy Neal, Herbert Kaplow, Peter Hackes and William Ryan will participate in the all-network TV pool coverage from the Cape.

The NBC Radio coverage of the flight will be handled by NBC News correspondents Merrill Mueller and Jay Barbree at the scene. Russ Tornabene will be the producer.

-----O-----

NBC TELEVISION NETWORK NEWS

January 3, 1962

ADDED HIGHLIGHT FOR NBC NEWS' JAN. 12 'JFK REPORT'

SECRETARY OF STATE DEAN RUSK TO BE INTERVIEWED

BY ELIE ABEL ON U. S. FOREIGN POLICY

Secretary of State Dean Rusk will be interviewed by NBC News State Department correspondent Elie Abel on "JFK Report," full-hour NBC-TV special of Friday, Jan. 12 (9:30-10:30 p.m. EST).

The interview with Secretary Rusk will be taped in advance. U. S. foreign policy will be discussed.

As previously announced, the "JFK Report" of Jan. 12 will also include an exclusive interview with Theodore C. Sorensen, special counsel to President Kennedy. The taped interview with White House correspondent Ray Scherer will mark Sorensen's first appearance on network television.

NBC News correspondent Edwin Newman will be anchorman on this 11th program of the "JFK Report" series. NBC News' other White House Correspondent, Sander Vanocur, will also appear on the program.

Sponsor of this NBC News special is Lincoln-Mercury Division of the Ford Motor Company.

-----O-----

ROBERT GORALSKI NAMED CORRESPONDENT FOR NBC NEWS IN WASHINGTON

George Allen, of N. Y. Staff, to Succeed Him on Desk in Capital

Robert Goralski has become a network correspondent for the NBC News department in Washington, it was announced today by William Monroe, Director, News, Washington.

Goralski's former post on the NBC News desk in Washington will be filled by George Allen, currently working for NBC News in New York.

Goralski's new assignment comes on his 34th birthday.

Experienced as a newsman and broadcaster, one of his new jobs will be covering President Kennedy on weekends as well as filling various news assignments emanating in and around the nation's capital.

A University of Illinois graduate, Goralski worked for the Voice of America from 1957 until last year, when he joined NBC News. Previously, he was a production adviser for Radio Free Asia, news director at WDWS at Champaign, Ill., and is a frequent contributor to the New Republic.

Allen will become assistant news desk supervisor in Washington. A newsman since 1946, Allen won the Heywood Broun Award in 1958 for a series of articles in the New York World-Telegram and Sun about the New York City school system. He joined NBC News in 1961 after three years as general assignment reporter and feature writer on the New York newspaper.

Allen is the author of two books: "Traitor Within," a study of suicides in the United States, and "Undercover Teacher," an expansion of his articles about New York schools.

-----O-----

NBC-New York, 1/3/62

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

January 4, 1962

NBC-TV SCHEDULES 3 SPECIAL NEWS PROGRAMS DEVOTED TO COVERAGE
OF F.C.C. HEARINGS ON TV NETWORK PROGRAMMING

- - -
NBC Radio to Carry 3 Special Programs on Same Subject

A series of three special news programs devoted to coverage of the forthcoming Federal Communications Commission hearings on television network programming has been scheduled by the NBC Television Network, William R. McAndrew, Executive Vice President, NBC News, announced today.

The three programs will be carried on successive Sundays, the first on Jan. 28 at 6:30 p.m. EST, and the next two at 5 p.m. EST on Feb. 4 and Feb. 11. Each program will be a half-hour in length and will present the highlights of the previous week's testimony and questioning in the hearing sessions, in which the three television networks will appear on successive weeks.

Another series of three special programs devoted to the same subject will be carried by the NBC Radio Network, on the same three dates, and will be broadcast from 9:05 to 9:30 p.m. EST.

All six special programs will be produced by NBC News. Ray Scherer, NBC Washington reporter, will handle the three television network special programs and Frank McGee has been assigned to the three radio network specials. Scherer and McGee will provide background to place each week's developments in perspective.

Newton N. Minow, Chairman of the Federal Communications Commission, and the full roster of commissioners will participate in

(more)

the hearings which culminate the Commission's Program Inquiry initiated in February, 1959.

"The public has an intense interest in questions relating to television programming, and on the basis of our news judgment, we believe these hearings warrant coverage through the type of programs we are scheduling," Mr. McAndrew said. "In addition to NBC's regular news coverage on television and radio, these special programs will provide the public with an intimate and detailed view of the proceedings."

-----O-----

NBC-New York, 1/4/62

NBC COLOR TELEVISION NEWS



January 4, 1962

THREE FEBRUARY COLOR DAYS (AND NIGHTS) ON NBC-TV

WILL OFFER 30 HOURS OF COLOR BROADCASTS

Tint Dates Are Monday (5th), Wednesday (7th), Saturday (10th)

Thirty hours of color broadcasts will highlight three Color Days (and Nights) on the NBC-TV Network during the second week in February -- on Monday, Wednesday and Saturday, Feb. 5, 7 and 10.

More than 75 per cent of the network's schedule on those dates will be broadcast in color. The occasion will mark the color debuts of programs including "National Velvet," "Young Doctor Malone," "Our Five Daughters" and "Here's Hollywood," as well as color presentations of "Wagon Train," "The Joey Bishop Show," "NBA Pro Basketball" and other programs normally broadcast in black and white only.

The color programming schedule for the three dates follows (all times EST, except where "local time" is designated):

Monday, Feb. 5

6-6:30 a.m. (local time)	-- "Continental Classroom" course in Contemporary Mathematics (repeat)
6:30-7 a.m. (local time)	-- "Continental Classroom" course in American Government.
10-10:30 a.m.	-- "Say When"
10:30-11 a.m.	-- "Play Your Hunch"
11 a.m.-11:30 a.m.	-- "The Price Is Right"
11:30 a.m.-12 noon	-- "Concentration"
12 noon-12:30 p.m.	-- "Your First Impression"
12:30-12:55 p.m.	-- "Truth or Consequences"
2-2:25 p.m.	-- "The Jan Murray Show"
3-3:30 p.m.	-- "Young Doctor Malone"
3:30-4 p.m.	-- "Our Five Daughters"
4:30-4:55 p.m.	-- "Here's Hollywood"
8-8:30 p.m.	-- "National Velvet"

(more)

2 - February Color Days

8:30-9:30 p.m.

9:30-11 p.m.

11:15 p.m.-1 a.m.

Wednesday, Feb. 7

6-6:30 a.m. (local time)

6:30-7 a.m. (local time)

10-10:30 a.m.

10:30-11 a.m.

11-11:30 a.m.

11:30 a.m.-12 noon

12 noon-12:30 p.m.

12:30-12:55 p.m.

2-2:25 p.m.

3-3:30 p.m.

3:30-4 p.m.

4:30-4:55 p.m.

7:30-8:30 p.m.

8:30-9 p.m.

9-10 p.m.

10-10:30 p.m.

10:30-11 p.m.

11:15 p.m.-1 a.m.

-- "About Time" on "Bell System Science Series"

-- "Arsenic and Old Lace" on "Hallmark Hall of Fame"

-- "The Jack Paar Show"

-- "Continental Classroom" course in Contemporary Mathematics (repeat)

-- "Continental Classroom" course in American Government

-- "Say When"

-- "Play Your Hunch"

-- "The Price Is Right"

-- "Concentration"

-- "Your First Impression"

-- "Truth or Consequences"

-- "The Jan Murray Show"

-- "Young Doctor Malone"

-- "Our Five Daughters"

-- "Here's Hollywood"

-- "Wagon Train"

-- "The Joey Bishop Show"

-- "Perry Como's Kraft Music Hall"

-- "The Bob Newhart Show"

-- "David Brinkley's Journal"

-- "The Jack Paar Show"

Saturday, Feb. 10

9:30-10 a.m.

10-10:30 a.m.

10:30-11 a.m.

2:30-5 p.m.

5-6 p.m.

7:30-8:30 p.m.

9-11:20 p.m.

-- "Pip the Piper"

-- "The Shari Lewis Show"

-- "King Leonardo"

-- St. Louis Hawks at Cincinnati Royals on "NBA Pro Basketball"

-- "All-Star Golf"

-- "Tales of Wells Fargo"

-- "With a Song in My Heart" on "Saturday Night at the Movies"

(NOTE: In many areas, the schedule on these dates will be supplemented by local station color broadcasts.)

-----O-----

NBC-New York, 1/4/62

NBC TELEVISION NETWORK NEWS

January 4, 1962

'D-DAY'--THE BEACHHEAD AND THE WEEKS BEFORE THE INVASION

--WILL BE RECALLED ON 'DU PONT SHOW OF THE WEEK'

JUNE 3 WITH FILMS NEVER BEFORE SHOWN HERE

"D-Day" -- an hour-by-hour account of the Allied invasion of France on June 6, 1944, recalling the first 24 hours of the beachhead and the harrowing days and weeks preceding the largest military landing in history -- will be a "Du Pont Show of the Week" presentation on NBC-TV Sunday, June 3 (10-11 p.m. EST).

Packaged by Wolper-Sterling Productions Inc., "D-Day" will be produced and directed by Mel Stuart. The program will present thousands of feet of D-Day motion picture film never before seen in this country. The footage will include captured German film and recently-discovered films of the French underground waging sabotage and guerrilla activities behind Nazi lines as Allied troops stormed ashore.

Production on "D-Day" will begin this month. The program will include film clips and voices of Allied and Axis leaders vitally involved, including Generals Dwight D. Eisenhower, Bernard Montgomery, Charles de Gaulle, Omar Bradley and Irwin Rommel; President Franklin D. Roosevelt and Prime Minister Winston Churchill.

"D-Day" will also present interviews with persons who were at the landing. These will include Merrill Mueller of NBC News, who covered the invasion as a foreign correspondent, and Hellmuth Lang, personal aide to General Rommel.

A narrator, additional production credits and added details for "D-Day" will be announced soon.

-----O-----

NBC'S JULIAN GOODMAN TO JOIN PANEL DISCUSSING SATELLITE TELEVISION
AT FORUM OF N. Y. CHAPTER OF THE ACADEMY OF TV ARTS AND SCIENCES

Julian Goodman, Vice President, NBC News, will take part in a forum on "Satellite Television: Just Over the Horizon" to be presented by the New York Chapter of the Academy of Television Arts and Sciences Thursday, Jan. 11, at the Hotel Astor starting at 7:30 p.m.

Mr. Goodman will discuss the opportunities afforded for instantaneous news coverage throughout the world.

The forum, which is being held several months prior to the launching of the first U. S. active communications satellite, will cover the technical and sociological implications of world-wide television.

Other guest panelists will be Romney Wheeler, Director of Television Services for the United States Information Agency, and John R. Pierce, Executive Director of Research, Communications Principles Division, of Bell Laboratories. Burton Benjamim, executive producer of the CBS "Twentieth Century" program, will be moderator.

-----O-----

NBC-New York, 1/4/62

NBC COLOR TELEVISION NEWS



January 4, 1962

NBC OPERA COMPANY'S COLOR PRODUCTION OF "DON GIOVANNI,"

WITH LEONTYNE PRICE AND CESARE SIEPI HEADING

NOTABLE CAST, TO BE REPEATED JAN. 28

The NBC Opera Company's highly acclaimed production of Mozart's "Don Giovanni" will be repeated, in color, Sunday, Jan. 28 on the NBC-TV Network (2:30-5 p.m. EST).

Heading the notable cast for the two-and-one-half-hour presentation are Leontyne Price and Cesare Siepi, both of the Metropolitan Opera. Miss Price sings the role of Donna Anna and Siepi has the title role. Others in the cast are Helen George as Donna Elvira, Judith Raskin as Zerlina, James Pease as Leporello, John Reardon as Masetto, Charles K. L. Davis as Don Ottavio and John Macurdy as the Commendatore. Peter Herman Adler is conductor.

The production was broadcast live April 10, 1960, and this will be its first repeat. Enthusiasm for the singers, the production and the opera was reflected in the critics' response and in the large fan mail and numerous phone calls received by the NBC Opera Company.

"Don Giovanni," regarded by many as the masterpiece of all opera, tells the story of the amorous Don Giovanni and his dalliance with the ladies. Although a nobleman, he even tries to force his attentions on the noble Donna Anna, engaged to Don Ottavio. Her father, the Commendatore, dies at the point of the Don's sword, attempting to

(more)

2 - "Don Giovanni"

defend his daughter. The Don escapes and, since he was masked, is not identified. Another lady of his past, Donna Elvira, comes seeking the Don, who uses his servant Leporello to further deceive her. The Don tries to win a peasant girl, Zerlina, who is being married to Masetto, but Donna Elvira interferes. The Don finally meets his doom when the statue of the deceased Commendatore comes to his house and pulls him down to Hell, the Don defiant and courageous to the end.

This presentation of "Don Giovanni" was produced by Samuel Chotzinoff, with Peter Herman Adler as music and artistic director. Sets and costumes are by Don Shirley. The English version was written by the noted poets W. H. Auden and Chester Kallman, on commission from the NBC Opera Company. Kirk Browning was director.

-----O-----

NBC-New York, 1/4/62

2-X-H

NBC TRADE NEWS

January 5, 1962

NATIONAL BROADCASTING COMPANY ENTERPRISES DIVISION WILL HAVE
ACTIVE INTEREST IN 1962 AQUA CARNIVAL SCHEDULED FOR SUMMER
TWO-A-DAY PERFORMANCES AT THE NEW YORK COLISEUM

The National Broadcasting Company Enterprises Division will have an active interest in the 1962 Aqua Carnival at the New York Coliseum this Summer, it was announced yesterday by Alfred Stern, Vice President, NBC Enterprises.

The 1962 Aqua Carnival, produced by John McKnight in association with NBC Enterprises, will feature more than 50 swimmers, divers, aquatic clowns and specialty acts in two-a-day performances from June 28 through Sept. 3. An ultra-modern aqua theatre will be constructed at a cost of more than \$250,000 for the production, the first of its kind presented at the world's largest show center.

"The NBC Enterprises Division is pleased to have the opportunity to help bring an outstanding attraction to New York City," Mr. Stern said. "We regard the 1962 Aqua Carnival as a significant contribution to the entertainment which will be available to the city's children and adults and to those who visit the city during the Summer months."

-----O-----

NBC RADIO NETWORK NEWS

January 5, 1962

"GREAT DECISIONS '62"

NBC Radio to Broadcast Fifth Annual Forum of NBC News' Foreign Correspondents at Foreign Policy Association's Luncheon

"Great Decisions '62," the fifth annual forum of NBC News' foreign correspondents under the auspices of the Foreign Policy Association in New York, will be broadcast on the NBC Radio Network, including WNBC, Tuesday, Jan. 9 (9:05-10 p.m. EST).

The forum, moderated by NBC News correspondent Chet Huntley, will cover the major problems and opportunities facing the free world in 1962. The participants are Piers Anderton (Berlin), Frank Bourgholtzer (Moscow), Bernard Frizell (Leopoldville), Wilson Hall (Rio de Janeiro), Wells Hangen (New Delhi), Joseph C. Harsch (London), John Rich (Paris) and James Robinson (Hong Kong).

The forum will be presented at a Foreign Policy Association luncheon in New York and will be recorded for the NBC Radio broadcast the same evening.

-----O-----

NBC TELEVISION NETWORK NEWS

January 5, 1962

'AMERICAN IN ORBIT'

NBC News Adds Hour TV Special Recapping Planned Project Mercury Shot

A full-hour NBC-TV special recapping the Project Mercury man shot planned for Tuesday, Jan. 23 will be presented by NBC News that night after the orbit attempt (10-11 p.m. EST).

With Frank McGee as moderator, the program will include films of the recovery of the astronaut, Marine Lt. Col. John H. Glenn Jr. and tapes of the launch sequence.

Producer Chet Hagan said the program will also examine future flights for the seven spacemen and the preparations the United States is making for a two-man space capsule.

As previously announced, NBC-TV is prepared to broadcast live from Cape Canaveral the launching, orbiting and the recovery of the astronaut. The program will extend over a several-hour period. This coverage and the hour special that night, collectively called "American in Orbit," will be sponsored by the Gulf Oil Corporation.

The hour special will present reports from NBC News correspondents Roy Neal, Peter Hackes and Herbert Kaplow, who will all be at the Cape covering the orbit attempt.

-----O-----

NBC TRADE NEWS

January 5, 1962

'TODAY' SHOW TO CELEBRATE 10TH ANNIVERSARY WITH MANY SPECIAL FEATURES FRIDAY, JAN. 12

The "Today" show will celebrate its 10th anniversary with many special features on the program of Friday, Jan. 12 (NBC-TV Network, 7 to 9 a.m. EST). Host John Chancellor and Frank Blair will guide the proceedings.

Highlighting the celebration will be a reunion of the program's eight former producers who will be brought together for an informal discussion of the show as they remember it. Several staff members who have been with "Today" since it started on Jan. 14, 1952, will also be on hand to recall programming highlights over the years.

There will also be film reports from many NBC-TV affiliates carrying "Today," on changes in their cities over the past decade. Among them will be WSB-TV, Atlanta; WWJ-TV, Detroit; WFGA-TV, Jacksonville; WDAF-TV, Kansas City, Mo.; KSTP-TV, Minneapolis-St. Paul; WIIC, Pittsburgh; KEW-TV, Portland, Ore., and KVOA-TV, Tucson, Ariz.

The day's entertainment will feature Jack Lescoulie (co-star of NBC-TV's "1,2,3--Go!"), a former member of the "Today" cast and an accomplished trombone player, who will join several musicians who have appeared on "Today" over the years in a jam session. The musicians are Mundell Lowe (guitar), Norman Paris (piano), Ed Shaughnessy (drums) and George Duvivier (bass).

-----O-----

NBC-New York, 1/5/62

PTA MAGAZINE COMMENDS NBC-TV'S "UPDATE" PROGRAM
AS "EXCELLENT WEEKLY REVIEW OF WORLD EVENTS"

"Update," NBC-TV's news program for teenagers, is cited as an "excellent weekly review of world events" that "adults too will find absorbing and rewarding," in an evaluation published in the January issue of The PTA Magazine.

The magazine, official publication of the National Congress of Parents and Teachers, also says of the program, "Discriminating in content, it has a well-designed format that provides variety in presentation and pacing." The review continues:

"Masters of lucid, lively exposition, the producers provide essential background information unobtrusively and skillfully. Bob Abernethy, who presents the program, is a model speaker. Maps, pictures and other visual aids are expertly used to illuminate and illustrate the spoken text."

"Update," currently broadcast on Saturdays from 12 Noon to 12:30 p.m. EST, will be seen on Sundays at 5:30 starting Feb. 4.

-----O-----

NBC-New York, 1/5/62



January 5, 1962

In Cast of "The Farmer's Daughter"

CONGRESSMAN JOHN V. LINDSAY (REP.-N.Y.), A DRAMA BUFF SINCE WAY BACK, HAS HIS FIRST TV ACTING ROLE IN POLITICAL SATIRE ON "THEATRE 62"

Representative John V. Lindsay (Republican, of New York's 17th Congressional District) will appear in "The Farmer's Daughter," live color drama on NBC-TV's "Theatre 62," Sunday, Jan. 14 (10-11 p.m. EST). The story, a political satire, stars Lee Remick, Peter Lawford, Charles Bickford and Cornelia Otis Skinner.

Representative Lindsay will remain in political character by playing a Republican Congressman in a cocktail party scene. "The Farmer's Daughter" marks Lindsay's first dramatic appearance on TV, but it is his second foray into showbusiness. In 1959 he narrated an off-Broadway production of "John Brown's Body."

Lindsay has been a theatre buff since his undergraduate days at Yale, where -- as a member of the dramatic society -- he appeared in plays ranging from Shakespeare to Saroyan.

A graduate of Yale Law School, Lindsay is in his second term in Congress. He is married to the former Mary Harrison, and is the father of a son and three daughters.

-----O-----

CAST AND CREDITS FOR "THE FARMER'S DAUGHTER,"
FULL-HOUR LIVE COLOR DRAMA ON NBC-TV'S "THEATRE 62"

Program: "The Farmer's Daughter" on "Theatre 62"

Time: NBC-TV Network color broadcast Sunday,
Jan. 14 (10-11 p.m. EST)

Stars: Lee Remick
Peter Lawford
Cornelia Otis Skinner
Murray Hamilton
Jerome Cowan
Milton Selzer
Special Guest Star Charles Bickford

Producer: Fred Coe

Director: Fielder Cooke

Writer: Thomas W. Phipps

Associate Producer: Claude Traverse

Scenic Designer: Jan Scott

Costumes: Noel Taylor

Makeup: Bob O'Bradovich

Production Liaison: Edith Hamlin

Associate Director: Gordon Rigsby

Assistant to Producer: Earl McGrath

Casting: Richard Kelly

* * *

Sponsor: American Gas Association

Agency: Lennen and Newell Inc.

NBC Press Representatives: Noreen Sherlock, New York; Doug Duitsman,
Hollywood

* * *
(more)

THE CAST

Katrin Holstrom:	Lee Remick
Glenn Morley:	Peter Lawford
Joseph Clancy:	Charles Bickford
Agatha Morley:	Cornelia Otis Skinner
Hiram Nordick:	Murray Hamilton
Anders J. Finley:	Jerome Cowan
Adolph:	Milton Selzer
Mr. Holstrom:	Victor Thorley
Ward Hughes:	Barnard Hughes
Wilbur Johnson:	Thomas Chalmers

-----O-----

NBC-New York, 1/5/62

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

January 8, 1962

THOMAS E. ERVIN ELECTED TO THE BOARD OF DIRECTORS
OF THE NATIONAL BROADCASTING COMPANY

Thomas E. Ervin, NBC Vice President and General Attorney, has been elected to the Board of Directors of the National Broadcasting Company, it was announced today by Robert W. Sarnoff, Chairman of the Board of NBC.

Mr. Ervin has been Vice President and General Attorney for NBC since March, 1953. He joined the NBC Legal Department in March, 1948, and was appointed assistant general attorney in July of that year.

Before that, Mr. Ervin served as a deputy to Brig. General Telford Taylor, in charge of prosecuting the second series of war crimes trials at Nuremberg, Germany, beginning in June, 1946. He also was chief prosecutor for the United States in one of the trials, before returning to this country in November, 1947.

Born in Middleport, Ohio, he was graduated from Ohio State University and received his LL.B. degree from Columbia University School of Law in 1935. In that same year he became associated with the law firm of Cotton, Franklin, Wright & Gordon in New York City. In November, 1938, he took a position in the Appellate Section of the Lands Division of the Department of Justice. From April, 1939, to April, 1941, he was with the law firm of Bleakley, Platt & Walker in New York. He entered the Army as a private in April, 1941, and served five years before being relieved from active duty as a lieutenant colonel. Included in his service was overseas duty as a special liaison officer in Military Intelligence.

Mr. and Mrs. Ervin live in New York City with their son.

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

January 8, 1962

ROBERT E. KINTNER TO RECEIVE VFW COMMANDER-IN-CHIEF'S
GOLD MEDAL AWARD FOR "OUTSTANDING ACHIEVEMENTS
IN NEWS AND PUBLIC AFFAIRS PROGRAMMING"

Robert E. Hansen, South St. Paul, Minn., Commander-in-Chief of the Veterans of Foreign Wars, announced today that Robert E. Kintner, President of the National Broadcasting Company, had been selected to receive the VFW Commander-in-Chief's Gold Medal Award for "his many outstanding achievements in the field of news and public affairs programming."

In making his announcement, Commander Hansen said:

"For many years now we have been watching with great interest the efforts of Mr. Kintner in directing the broadcasting company which he represents in the field of news and public affairs programming. It is our conclusion that these efforts have resulted in a better informed citizenry and further, that Mr. Kintner deserves public recognition for what has been accomplished in this area. Mr. Kintner is a man who has long recognized the responsibility of the broadcast industry to the general public and this recognition is reflected in the high caliber of news, informational and public affairs programming that the National Broadcasting Company presents to the general public. I will consider it a great privilege to make this presentation to Mr. Kintner personally."

The Award will be presented at the Annual VFW Congressional Dinner to be held at the Sheraton Park Hotel in Washington, D. C., Tuesday evening, Feb. 6. The Award is the highest that the Commander-in-Chief of the organization can present to an individual.

-----O-----

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

January 8, 1962

PETER B. KENNEY ELECTED VICE PRESIDENT, WASHINGTON,
FOR THE NATIONAL BROADCASTING COMPANY

Peter B. Kenney has been elected Vice President, Washington, it was announced today by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company.

The position which Mr. Kenney is filling was formerly held by Frank M. Russell until he became a consultant to NBC several years ago. Mr. Russell will continue as NBC's consultant.

Mr. Kenney has held a variety of executive positions with NBC since he joined the company in December, 1956. From 1956 to 1959, he was Vice President and General Manager of NBC's owned UHF television station, WNBC, Hartford-New Britain, Conn. When that station was sold by NBC in 1959, he was assigned to Buenos Aires as consultant for NBC International in the formation, construction and operation of Channel 9 (Station CADETE).

In July, 1960, Mr. Kenney was named Station Manager of NBC's owned television station in Washington, WRC-TV, and a year later he returned to Buenos Aires as Vice President of NBC International to represent its broadcast interests there.

Before joining NBC, Mr. Kenney was director of the radio department of the Julian Gross advertising agency in Hartford and later General Manager of WKNB in Hartford. He was serving in that capacity when the station was purchased by NBC in 1956. He attended Princeton University and served in the Army Signal Corps in Europe in World War II.

-----O-----

NBC TELEVISION NETWORK NEWS

January 8, 1962

FIRST OF 3 'AMERICAN IN ORBIT' NBC NEWS PROGRAMS WILL PRESENT
TAPED INTERVIEW WITH ASTRONAUT GLENN PLUS BACKGROUND FEATURES
- - -
Jan. 21 Special, Like 2 Jan. 23 Programs, Sponsored by Gulf

A taped interview with Marine Lt. Colonel John H. Glenn Jr., astronaut selected for America's first man-in-orbit flight, and an examination of the tremendous industrial complex supporting Project Mercury space explorations will be part of a full-hour NBC News special Sunday, Jan. 21 (6:30-7:30 p.m. EST).

This program will precede the planned orbit flight of Glenn Tuesday, Jan. 23 and will be the first of three special NBC News programs covering the launch entitled "American in Orbit." All three are sponsored by the Gulf Oil Corporation.

NBC News' Frank McGee will be anchorman of the three "American in Orbit" programs. A taped interview with Glenn's alternate, Navy Commander Scott Carpenter, and films of the successful sub-orbital flight last May of astronaut Alan B. Shepard Jr. will also be shown.

Glenn was interviewed by NBC News' Pentagon correspondent Peter Hackes who asked the astronaut if he had any qualms about his space flight from a religious standpoint. Glenn's answer:

"...we've had letters from people, of course, telling us we shouldn't go into God's space and things like this. I'm afraid the God I believe in isn't -- isn't quite that small. I don't feel that. I think God wants us to learn all that we can possibly learn about our environment. It's up to us to go and do it."

(more)

NBC-TV AND RADIO TO CARRY PRESIDENT'S MESSAGE TO CONGRESS

President Kennedy's State of the Union message to Congress will be carried live on the NBC Television and Radio Networks from 12:30 p.m. EST until conclusion Thursday, Jan. 11 (including WNBC and WNBC-TV).

SPECIAL NBC NEWS TV AND RADIO PROGRAMS WILL COVER
OPENING OF THE HOUSE OF REPRESENTATIVES

The opening of the House of Representatives on Wednesday, Jan. 10 will be covered in special NBC News programs on the NBC Television and Radio Networks (including WNBC-TV and WNBC) at 1:30 p.m. EST -- approximately one hour after the event.

The half-hour TV program will include taped coverage of the opening of the House, the notification to members of the death of House Speaker Sam Rayburn, a resolution nominating John McCormack (D.-Mass.) as the new Speaker, and possibly another nominating Charles Halleck (R.-Ind.). The program will also show the new speaker being escorted to the oath-taking ceremony and delivering his remarks on assuming office. NBC News correspondent Martin Agronsky will interview Senate and House leaders on their expectations for the coming session of Congress. Correspondent Robert Abernethy will be anchorman.

The half-hour NBC Radio program will also cover the highlights of the opening of the House. NBC News correspondent Arthur Barriault will be anchorman for the radio coverage.

-----O-----

NBC-New York, 1/8/62

NBC TELEVISION NETWORK NEWS

January 8, 1962

DAVE GARROWAY WILL VISIT 10TH ANNIVERSARY BROADCAST OF 'TODAY'
AND REMINISCE ABOUT HIS LONG CAREER WITH THE NBC-TV SERIES

Dave Garroway, former star of the "Today" show, will play a prominent part in the program's 10th anniversary observance on Friday, Jan. 12 (NBC-TV Network, 7-9 a.m. EST).

Garroway, who had been host of "Today" from the Monday-through-Friday program's premiere on Jan. 14, 1952, until July 17, 1961 (when John Chancellor became permanent host), will be on hand throughout the two-hour anniversary program. Garroway will recall events on the very first "Today" program and reminisce about some of the most exciting moments on the early-morning program over the years. He also will discuss with host Chancellor changes in the world as well as in television over the past decade.

NBC COLOR TELEVISION NEWS



January 8, 1962

'REGARDS TO GEORGE M. COHAN,' NBC SPECIAL PROJECTS COLOR HOUR,
WILL BE THE 'DU PONT SHOW OF THE WEEK' SUNDAY, MARCH 4

The story of the life, times and tunes of George M. Cohan, America's great song-and-dance man, will be a "Du Pont Show of the Week" color broadcast, on NBC-TV Sunday, March 4 (10-11 p.m. EST), with Peter Lind Hayes starring as narrator.

NBC Special Projects will produce the program, "Regards to George M. Cohan," as one of its continuing "America's Music" events, according to an announcement today by Donald B. Hyatt, Director of Special Projects.

William Nichols will produce and write the program, and James Elson will direct. Prominent in the cast will be vocalists Paula Hayden, Lester James, Danny Meehan and Dorothy Loudon. Bernard Green will arrange and conduct the music, and Felisa Conde will stage the dances and musical numbers.

"I think it is safe to say that no other theatrical figure of his time was as popular as George M. Cohan," Nichols said. "They don't often put up statues of song-and-dance men in public squares, but there is one of Cohan in Duffy Square in New York. As long as there is a Broadway he'll stand there looking down the street where he left so much of his talent, energy and love."

(more)

Cohan's theatrical career was one of America's great success stories. A man whose plays, songs and performances as an actor endeared him to millions, he has sometimes been called the most versatile and beloved personality in the history of the American theatre. He was born in Providence, R. I., in 1878, and at 10 joined the variety act of his father, mother and sister. From that time on, he was active in the theatre almost up to his death in 1942.

Newly staged production numbers from some of Cohan's best-known musical comedies will be featured in the TV program: "Mother Goose" (1903), "45 Minutes from Broadway" (1905), "The Yankee Prince" (1908), "Hello, Broadway" (1915), "Little Johnny Jones" (1915) and other shows.

The succession of Cohan popular song hits during the first 20 years of the century was astonishing. The TV show will recall the rousing lyrics and catchy tunes of "It's a Grand Old Flag," "I'm a Yankee Doodle Dandy," "Give My Regards to Broadway," "Harrigan," "Mary's a Grand Old Name," "Over There" and other typical songs which Cohan bequeathed to the folklore of the nation.

Though most of the program will be in color, there will be black and white sequences devoted to rare photographs (animated through the stills-in-action technique) and historic film footage documenting Cohan's career.

"Regards to George M. Cohan" will be the fourth "America's Music" event produced by NBC Special Projects for "Du Pont Show of the Week" this season. Earlier offerings were "The Ziegfeld Touch," "Music of the Thirties" and "Chicago and All That Jazz."

-----O-----

NBC-New York, 1/8/62

NBC TELEVISION NETWORK NEWS

January 8, 1962

'THE BATTLE OF NEWBURGH'

Controversial Welfare Practices of Upstate N.Y. Community
To Be Examined on 'NBC White Paper No. 9'

Newburgh, the small upstate New York community whose public welfare practices have touched off nationwide debate and controversy, will be the subject of "NBC White Paper No. 9" -- "The Battle of Newburgh" -- Sunday, Jan. 28 on the NBC-TV Network (10-11 p.m. EST). Chet Huntley is narrator of the "NBC White Paper" series.

"Although Newburgh is the dramatic focal point of a growing wave of public concern over welfare aid, actually the battle of Newburgh is being fought all over the country," said Irving Gitlin, executive producer of the "NBC White Paper" series. "Our analysis of the Newburgh situation, we hope, will illuminate a problem which is basically similar to that of many other American cities."

"The Battle of Newburgh" will be produced by Al Wasserman, producer of seven previous programs in the series, among them the award-winning "The U-2 Affair" and "Sit-In." Exclusive material for the Jan. 28 program, including more than 25 hours of film footage, was obtained over the past six months in an intensive on-the-scene study of the Newburgh controversy.

Wasserman said the full-hour special program will investigate the nature and extent of public welfare assistance in Newburgh and its relationship to other community problems, such as slum areas and crime. It will portray a number of persons representative of the many kinds of welfare aid recipients, who give frank explanations of their own problems.

(more)

"Some of the questions we will raise," Wasserman said, "are: How rapidly is the cost of welfare assistance increasing? Does it inflict an insupportable tax burden? Does it encourage crime and immorality, as some people have charged? Is it true that large numbers have migrated to Northern cities to get on relief rolls? Are there substantial numbers of 'loafers' and 'chiselers' getting welfare aid?"

The program will include film coverage of Joseph McD. Mitchell, city manager of Newburgh, whose "get tough" welfare policy has attracted national attention to this city of 31,000 residents, located 75 miles north of New York City. It will present the views of people from all areas of Newburgh life -- bankers, prominent businessmen, social workers, clergymen, housewives, laborers and welfare clients.

-----O-----

NBC-New York, 1/8/62

January 8, 1962

EIGHT MEN WHO HAVE PRODUCED "TODAY" PROGRAMS
TO HAVE REUNION ON SERIES' TENTH ANNIVERSARY

An unusual reunion will be one of the programming features on the "Today" show's on-the-air 10th anniversary celebration Friday, Jan. 12 (NBC-TV, 7-9 a.m. EST).

Eight former "Today" producers will return to the early-morning program for this special occasion to participate in an informal discussion of the series as they remember it. "Today's" present producer, Robert J. Northshield -- who is also a former producer -- will be among the group.

All of the former program executives are still active in television or related fields and three are currently producing NBC News specials. Following are the former producers who will appear on "Today":

A. A. ("Abe") Schechter -- "Today" made its debut on Jan. 14, 1952, under the general direction of Schechter, who was NBC General Executive for TV at the time. Schechter is now head of his own New York public relations firm.

Richard A.R. Pinkham -- He was executive producer of "Today" from its debut until August, 1954. Pinkham is now Senior Vice President in charge of Radio and Television at the Ted Bates & Co. Inc. advertising agency.

Mort Werner -- He was associated with "Today" as a producer from the program's blueprint stage and succeeded Pinkham as executive producer. He is now Vice President, Programs, for NBC-TV.

(more)

2 - 'Today' Producers

Robert Bendick -- He was "Today" producer from August, 1954, to August, 1955. After serving as a producer of NBC-TV's "Wide Wide World," he returned to produce "Today" from September, 1958 until August, 1960. He is now a producer for NBC Special Projects.

Gerald Green -- He succeeded Bendick as producer and was with "Today" until the Fall of 1956 when he became a producer for "Wide Wide World." Green is now a producer of NBC News specials.

Jac Hein -- The show's first director, he followed Green as "Today" producer and remained with the program until mid-1958. He is now an independent film producer.

Robert J. Northshield -- He produced "Today" from the Fall of 1960 until early 1961, when he became a producer for NBC News. He rejoined "Today" in July, 1961.

Fred Freed -- He produced "Today" from early 1961 until he joined NBC News as a producer of special programs in July, 1961.

-----O-----

NBC-New York, 1/8/62

THE NATIONAL BROADCASTING COMPANY

2-X-H

Rockefeller Plaza, New York 20, N. Y.

January 9, 1962

MERRYLE S. RUKEYSER JR. APPOINTED DIRECTOR,
NEWS INFORMATION, WASHINGTON, FOR NBC

Merryle S. Rukeyser Jr. has been appointed to the newly created position of Director, News Information, Washington, it was announced today by Ellis O. Moore, Vice President, Press and Publicity, National Broadcasting Company.

Mr. Rukeyser's primary responsibility, Mr. Moore said, will be direct supervision of all publicity activities involving NBC News' greatly expanded Washington staff. He will also maintain close information liaison with NBC's legal and other representatives in Washington.

Mr. Rukeyser, who has been Manager, Business and Trade Publicity, since April, 1959, joined the NBC Press Department in January, 1958, as a staff writer. In January, 1959, he was named Press Editor, News and Public Affairs, heading a unit which handled all publicity for NBC News and educational television.

Before joining NBC, Mr. Rukeyser was a public relations account executive with Lynn Farnol and a television publicist with Young & Rubicam Inc. Earlier, he was a reporter for the Albany Times-Union and International News Service.

He is an alumnus of the University of Virginia and served in the Army as press chief of Aberdeen Proving Ground's Public Information Office.

Mr. Rukeyser is married to the former Diana Wilkinson of Sydney, Australia.

-----O-----

January 9, 1962

NBC NEWS' CHET HUNTLEY ON CROSS-COUNTRY SPEAKING TOUR

NBC News correspondent Chet Huntley is undertaking a speaking tour across the country.

On Wednesday, Jan. 10, Huntley will be the featured speaker at Station KMTV's fourth annual awards dinner in Omaha, Nebr., when local citizens will be cited for outstanding civic contributions.

Huntley will be the main speaker Friday, Jan. 12, before a Chamber of Commerce meeting in Seattle, Wash. On Tuesday, Jan. 16, the award-winning NBC newsman will address the Lower Rio Grande Chamber of Commerce in Brownsville, Tex.

Huntley is on-the-air editor of "Chet Huntley Reporting for Mutual of Omaha," is New York correspondent for the "Huntley-Brinkley Report" and appears in the NBC White Paper series.

-----O-----

TIME CHANGE FOR FEB. 4 NBC-TV SPECIAL ON FCC HEARINGS

The second of three special NBC News programs devoted to coverage of the forthcoming Federal Communications Commission hearings on television network programming will be presented on the NBC-TV Network Sunday, Feb. 4 at 6:30 to 7 p.m. EST (instead of 5 p.m. as previously announced). The program will pre-empt "1,2,3--Go!" on this date.

The others in the series will be presented as previously announced -- Sunday, Jan. 28 at 6:30 p.m. EST and Sunday, Feb. 11 at 5 p.m. EST.

NBC-New York, 1/9/62

January 10, 1962

Attention, Sports Editors

WILSON SPORTING GOODS CO. WILL SPONSOR NBC-TV COVERAGE
OF WINDUP OF THIRD ANNUAL PALM SPRINGS GOLF CLASSIC

The windup of the third annual Palm Springs Golf Classics at the Bermuda Dunes Country Club in California will be televised by the NBC-TV Network Sunday, Feb. 4, from 4:30 to 5:30 p.m. EST, NBC Sports Director Tom S. Gallery announced today.

The TV coverage will be sponsored by Wilson Sporting Goods Company, through Campbell-Mithun Inc.

This will mark the first time NBC-TV has covered this tournament, which is one of the highlights of the Winter golf tour. Billy Maxwell will be defending his title, and Doug Sanders, Arnold Palmer, Bill Casper, Ken Venturi and Bob Rosburg, who finished in that order behind Maxwell a year ago, are expected to be among the many top professionals entered this year.

The Palm Springs Golf Classic is a 90-hole event played over five different courses in the Palm Springs-Palm Desert area of California. Bermuda Dunes, the course for the final day, is a par 72, 7,010-yard layout. The other courses are at the Thunderbird, Tamarisk, Indian Wells and Eldorado country clubs.

The five-day tournament gets under way Jan. 31. The golfers will compete for \$50,000 in prize money.

-----O-----

January 10, 1962

ALAN BAKER NAMED MANAGER, BUSINESS AND TRADE PUBLICITY,
FOR THE NBC PRESS DEPARTMENT

Alan Baker has been appointed Manager, Business and Trade Publicity, for the NBC Press Department, it was announced today by Ellis O. Moore, Vice President, Press and Publicity, National Broadcasting Company.

Mr. Baker, who has been Assistant Trade News Editor, joined the NBC Press Department in July, 1961, as a staff writer assigned to the Enterprises Division. He had previously been Director of Public Relations for the First International Television Assembly of the Academy of Television Arts and Sciences, and before that was a television account executive with Rogers & Cowan Inc. in New York.

Mr. Baker is a graduate of the University of Virginia and holds a master's degree from New York University. He lives in New York City with his wife and daughter.

-----O-----

NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For February 1962 (All Times EST)

Thursday and Friday, Feb. 1 and 2

6-6:30 a.m. -- "Continental Classroom" - Probability and Statistics
(Repeat)

6:30-7 a.m. -- "Continental Classroom" - American Government.

10-10:30 a.m. -- "Say When" (Feb. 2 only).

10:30-11 a.m. -- "Play Your Hunch."

11-11:30 a.m. -- "The Price Is Right."

12 noon-12:30 p.m. -- "Your First Impression."

2-2:25 p.m. -- "The Jan Murray Show."

11:15 p.m.-1 a.m. -- "The Jack Paar Show" (Friday, Feb. 2 is "The
Best of Paar," repeat).

Thursday, Feb. 1

10-11 p.m. -- "Sing Along with Mitch."

Friday, Feb. 2

9:30-10:30 p.m. -- "Bell Telephone Hour."

Saturday, Feb. 3

9:30-10 a.m. -- "Pip the Piper."

10-10:30 a.m. -- "The Shari Lewis Show."

10:30-11 a.m. -- "King Leonardo and His Short Subjects."

5-6 p.m. -- "All-Star Golf."

7:30-8:30 p.m. -- "Tales of Wells Fargo."

(more)

2 - February Color Broadcast Schedule

Sunday, Feb. 4

6-6:30 p.m. -- "Meet the Press."

7-7:30 p.m. -- "The Bullwinkle Show."

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."

9-10 p.m. -- "Bonanza."

10-11 p.m. -- "Du Pont Show of the Week" - "Masterpiece."

MONDAY, FEB. 5 - NBC COLOR DAY

6-6:30 a.m. -- "Continental Classroom" - Probability and
Statistics (Repeat).

6:30-7 a.m. -- "Continental Classroom" - American Government.

10-10:30 a.m. -- "Say When."

10:30-11 a.m. -- "Play Your Hunch."

11-11:30 a.m. -- "The Price Is Right."

11:30 a.m.-12 noon -- "Concentration."

12 noon-12:30 p.m. -- "Your First Impression."

12:30-12:55 p.m. -- "Truth or Consequences."

2-2:25 p.m. -- "The Jan Murray Show."

3-3:30 p.m. -- "Young Doctor Malone."

3:30-4 p.m. -- "Our Five Daughters."

4:30-4:55 p.m. -- "Here's Hollywood."

8-8:30 p.m. -- "National Velvet."

8:30-9:30 p.m. -- Bell Science Series - "About Time."

9:30-11 p.m. -- Hallmark Hall of Fame - "Arsenic and Old Lace."

11:15 p.m.-1 a.m. -- "The Jack Paar Show."

Tuesday, Thursday and Friday, Feb. 6, 8 and 9

6-6:30 a.m. -- "Continental Classroom" - Probability and Statistics
(Repeat).

6:30-7 a.m. -- "Continental Classroom" - American Government.

(more)

Tuesday, Thursday and Friday, Feb. 6, 8 and 9 (Cont'd)

10:30-11 a.m. -- "Play Your Hunch."

11-11:30 a.m. -- "The Price Is Right."

12 noon-12:30 p.m. -- "Your First Impression."

2-2:25 p.m. -- "The Jan Murray Show."

11:15 p.m.-1 a.m. -- "The Jack Paar Show" (Friday, Feb. 9 is "The Best of Paar," repeat).

Tuesday, Feb. 6

7:30-8:30 p.m. -- "Laramie."

WEDNESDAY, FEB. 7 - NBC COLOR DAY

6-6:30 a.m. -- "Continental Classroom" - Probability and Statistics (Repeat).

6:30-7 a.m. -- "Continental Classroom" - American Government.

10-10:30 a.m. -- "Say When."

10:30-11 a.m. -- "Play Your Hunch."

11-11:30 a.m. -- "The Price Is Right."

11:30 a.m.-12 noon -- "Concentration."

12 noon-12:30 p.m. -- "Your First Impression."

12:30-12:55 p.m. -- "Truth or Consequences."

2-2:25 p.m. -- "The Jan Murray Show."

3-3:30 p.m. -- "Young Doctor Malone."

3:30-4 p.m. -- "Our Five Daughters."

4:30-4:55 p.m. -- "Here's Hollywood."

7:30-8:30 p.m. -- "Wagon Train."

8:30-9 p.m. -- "The Joey Bishop Show."

9-10 p.m. -- "Perry Como's Kraft Music Hall."

10-10:30 p.m. -- "The Bob Newhart Show."

10:30-11 p.m. -- "David Brinkley's Journal."

11:15 p.m.-1 a.m. -- "The Jack Paar Show."

4 - February Color Broadcast Schedule

Thursday, Feb. 8

10-11 p.m. -- "Sing Along with Mitch."

SATURDAY, FEB. 10 - NBC COLOR DAY

9:30-10 a.m. -- "Pip the Piper."

10-10:30 a.m. -- "The Shari Lewis Show."

10:30-11 a.m. -- "King Leonardo and His Short Subjects."

2:30-5 p.m. -- NBC Basketball - Cincinnati Royals vs. St. Louis Hawks.

5-6 p.m. -- "All-Star Golf."

7:30-8:30 p.m. -- "Tales of Wells Fargo."

9-11:20 p.m. -- "Saturday Night at the Movies" - "With a Song in My Heart."

Sunday, Feb. 11

4:30-5 p.m. -- "Patterns in Music."

7-7:30 p.m. -- "The Bullwinkle Show."

7:30-8:30 p.m. -- "The Broadway of Lerner and Loewe."

9-10 p.m. -- "Bonanza."

10-11 p.m. -- "Theatre 62" - "Spellbound."

Monday through Friday, Feb. 12-16

6-6:30 a.m. -- "Continental Classroom" - Probability and Statistics (Repeat).

6:30-7 a.m. -- "Continental Classroom" - American Government.

10:30-11 a.m. -- "Play Your Hunch."

11-11:30 a.m. -- "The Price Is Right."

12 noon-12:30 p.m. -- "Your First Impression."

2-2:25 p.m. -- "The Jan Murray Show."

11:15 p.m.-1 a.m. -- "The Jack Paar Show."

(more)

5 - February Color Broadcast Schedule

Monday, Feb. 12

8:30-9 p.m. -- "The Price Is Right."

Tuesday, Feb. 13

7:30-8:30 p.m. -- "Laramie."

Wednesday, Feb. 14

9-10 p.m. -- "Perry Como's Kraft Music Hall."

10-10:30 p.m. -- "The Bob Newhart Show."

10:30-11 p.m. -- "David Brinkley's Journal."

Thursday, Feb. 15

10-11 p.m. -- "Sing Along with Mitch."

Friday, Feb. 16

9:30-10:30 p.m. -- "The Bell Telephone Hour."

Saturday, Feb. 17

9:30-10 a.m. -- "Pip the Piper."

10-10:30 a.m. -- "The Shari Lewis Show."

10:30-11 a.m. -- "King Leonardo and His Short Subjects."

5-6 p.m. -- "All-Star Golf."

7:30-8:30 p.m. -- "Tales of Wells Fargo."

Sunday, Feb. 18

4:30-5 p.m. -- "Patterns in Music."

6-6:30 p.m. -- "Meet the Press."

7-7:30 p.m. -- "The Bullwinkle Show."

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."

9-10 p.m. -- "Bonanza."

Monday through Friday, Feb. 19-23

6-6:30 a.m. -- "Continental Classroom" - Probability and Statistics
(except Thursday, Feb. 22, Washington's Brithday).

6:30-7 a.m. -- "Continental Classroom" - American Government (except
Thursday, Feb. 22, Washington's Birthday).

(more)

6 - February Color Broadcast Schedule

Monday through Friday, Feb. 19-23 (Cont'd)

10:30-11 a.m. -- "Play Your Hunch."

11-11:30 a.m. -- "The Price Is Right."

12 noon-12:30 p.m. -- "Your First Impression."

2-2:25 p.m. -- "The Jan Murray Show."

11:15 p.m.-1 a.m. -- "The Jack Paar Show."

Monday, Feb. 19

8:30-9 p.m. -- "The Price Is Right."

Tuesday, Feb. 20

7:30-8:30 p.m. -- "Laramie."

Wednesday, Feb. 21

9-10 p.m. -- "Perry Como's Kraft Music Hall."

10-10:30 p.m. -- "The Bob Newhart Show."

10:30-11 p.m. -- "David Brinkley's Journal."

Thursday, Feb. 22

10-11 p.m. -- "Sing Along with Mitch."

Friday, Feb. 23

9:30-10:30 p.m. -- "The Dinah Shore Show."

Saturday, Feb. 24

9:30-10 a.m. -- "Pip the Piper."

10-10:30 a.m. -- "The Shari Lewis Show."

10:30-11 a.m. -- "King Leonardo and His Short Subjects."

5-6 p.m. -- "All-Star Golf."

7:30-8:30 p.m. -- "Tales of Wells Fargo."

9-11 p.m. -- "Saturday Night at the Movies" - "Stars and Stripes
Forever."

(more)

7 - February Color Broadcast Schedule

Sunday, Feb. 25

- 3-5 p.m. -- NBC Opera Company - "The Love of Three Kings."
6-6:30 p.m. -- "Meet the Press."
7-7:30 p.m. -- "The Bullwinkle Show."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
9-10 p.m. -- "Bonanza."

Monday through Wednesday, Feb. 26-28

- 6-6:30 a.m. -- "Continental Classroom" - Probability and Statistics
(Repeat).
6:30-7 a.m. -- "Continental Classroom - American Government."
10:30-11 a.m. -- "Play Your Hunch."
11-11:30 a.m. -- "The Price Is Right."
12 noon-12:30 p.m. -- "Your First Impression."
2-2:25 p.m. -- "The Jan Murray Show."
11:15 p.m.-1 a.m. -- "The Jack Paar Show."

Monday, Feb. 26

- 8:30-9 p.m. -- "The Price Is Right."

Wednesday, Feb. 28

- 9-10 p.m. -- "Perry Como's Kraft Music Hall."
10-10:30 p.m. -- "The Bob Newhart Show."
10:30-11 p.m. -- "David Brinkley's Journal."

-----O-----

2-X-H NBC TRADE NEWS

January 11, 1962

DAVID BRINKLEY EXAMINES VIENNA--A CITY IN LOVE WITH ITS PAST

- - -
'Our Man in Vienna' Is One of Four NBC News

Specials Sponsored by Westinghouse

David Brinkley will examine a city "so in love with its past that it has refused to leave it" when he appears in "Our Man in Vienna" Wednesday, Jan. 24 (NBC-TV color broadcast, 10-11 p.m. EST).

"Our Man in Vienna" is produced by Reuven Frank. James Kitchell is director and Tom Priestley cameraman. The program is one of four NBC News specials sponsored by the Westinghouse Electric Corporation.

Viennese families will be seen enjoying a summer day in the Stadt Park, much as they did in the city's golden age before World War I -- listening to an open-air concert, drinking beer, eating sandwiches and playing with their children.

The program will then recall the days of Franz Josef and will show the emperor in a series of paintings progressing from youth to old age. The Hapsburg crown jewels will be seen in a segment marking the first time they have been filmed.

The cameras will show the hunting lodge at Mayerling, now a convent, which was the scene of the shooting of Crown Prince Rudolf and the Baroness Vetsera. "The only brain in the Hapsburg family able to understand that the world was changing was Rudolf's, and he put a bullet through it," Brinkley says.

The program will give close attention to Vienna's food, including its favorite pastries, such as Apfelstrudl, Marillentorte and

(more)

Annanastorte, most of them "mit Schlag" (with whipped cream). It will also show the making of the famous Sachertorte, which is the subject of a continuing legal battle but actually, according to one Viennese, "belongs in the realm of culture."

The people of Vienna will be seen taking their mid-morning break for a snack of sausage, closing their shops for a mid-day nap, and leaving the city by trolley, car, motor scooter and bicycle for a weekend hike in the Vienna Woods.

There will be a sequence showing businessmen, government officials, professional men and others with their symbol of authority -- the briefcase. Brinkley has pointed out that the Viennese have a particular fondness for briefcases and titles.

"There is a saying in Vienna that if a man wears glasses he is automatically called 'doktor'," Brinkley says. "If he wears glasses and is portly, he is called 'Herr Direktor.' If he wears glasses, is portly and carries a briefcase, he is 'Herr Oberdirektor.'"

The program will also show scenes of the Prater amusement park, Schonbrunn Palace, the Vienna Opera House and the interior of the National Library. It will include a range of music from a street brass band to the Vienna Philharmonic.

-----o-----

NBC-New York, 1/11/62

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

January 11, 1962

NBC TO RECEIVE ARNOLD AIR SOCIETY'S HOYT S. VANDENBERG AWARD
FOR 'CONTRIBUTIONS TO AEROSPACE POWER FOR NATIONAL SECURITY'

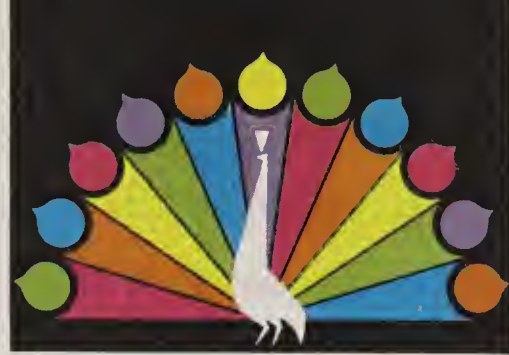
The National Broadcasting Company has been selected by the Awards Committee of the Arnold Air Society as the recipient of the Hoyt S. Vandenberg Award for 1961 for "outstanding contributions to aerospace power for national security," William R. McAndrew, Executive Vice President, NBC News, was notified today.

The Vandenberg Award, a trophy and citation, will be presented by Secretary of the Air Force Eugene M. Zuckert April 13 at the awards banquet of the Arnold Air Society's 14th national conclave in Los Angeles. NBC News correspondent Roy Neal of Los Angeles, who has covered many of the nation's major space events, has been asked to accept the award for NBC.

The Arnold Air Society is an organization of Air Force ROTC cadets at American universities and colleges.

-----O-----

NBC COLOR TELEVISION NEWS



January 11, 1962

ARTHUR KENNEDY TO STAR AS TORMENTED DUTCH PAINTER

IN 'THE FORGERY' ON 'DU PONT SHOW OF THE WEEK'

- - -
New Title Announced for Lewis Freedman Production of Feb. 4

Noted actor Arthur Kennedy will star as a tormented Dutch painter, Han van Maasdijk, in "The Forgery," NBC-TV's "Du Pont Show of the Week" color drama for Sunday, Feb. 4 (10-11 p.m. EST) based on the 1947 trial in Holland of Han van Meegeren, who has been called "the greatest art forger of all time."

(NOTE: Title of "The Forgery" replaces "Masterpiece" previously announced.)

Additional cast, including a special guest star, for "The Forgery" will be announced shortly. The drama, first in a series to be produced for NBC-TV by Lewis Freedman (former producer of "Play of the Week") will be taped in NBC's Brooklyn color studios on Jan. 25.

"The Forgery" will be directed by Jack Smight and adapted for TV by Gordon Russell from the 1959 London stage play he wrote in collaboration with Larry Ward. James Abandos is the associate producer; Robert Hopkins the associate director, Robert Wightman the set designer, and Wendy Sanford the production associate.

Han van Meegeren was convicted of forging eight paintings which he attributed to the Dutch master, Vermeer. These he sold for more than \$3,000,000 to art galleries and collectors, including one to Nazi Field Marshal Hermann Goering. Accused of collaboration, he
(more)

confessed to the forgeries -- and to having duped the art experts as well as the Nazis. Called one of the great artists of his generation, van Meegeren had wasted his talent for original painting, and died penniless in jail.

Arthur Kennedy is an actor of wide achievement who has scored in Broadway hits, including "Death of a Salesman" and "The Crucible," and in numerous motion picture dramas, including "Peyton Place," "Some Came Running," "A Summer Place," "The Window," "The Glass Menagerie," "Girl in White," "The Lusty Men," "Desperate Journey" and "High Sierra."

His infrequent but critically praised NBC-TV performances have been as the false evangelist in Ben Hecht's "The Third Commandment" on "NBC Kaleidoscope," and twice as Alexander Hamilton in "Divided We Stand" and "Not Withour Honor" on "Our American Heritage."

-----O-----

NBC-New York, 1/11/62

ROY SHIELD, FORMER NBC CONDUCTOR AND MUSIC EXECUTIVE, IS DEAD

Roy Shield, composer, conductor and music administrator, died yesterday (Jan. 10) in Fort Lauderdale, Fla. The 68-year-old musician had served the National Broadcasting Company in many capacities, first as conductor in NBC Hollywood, later as conductor and Manager of the Music Division of NBC's Central Division in Chicago, and finally as Manager of Orchestra Personnel in New York. He also conducted the NBC Concert Orchestra and the NBC Summer Symphony. He retired from NBC in 1955.

His full name was Leroy B. Shield, but he was always professionally listed as Roy Shield.

-----O-----

NBC-New York, 1/11/62

CAST AND CREDITS FOR 'FOCUS' ON NBC-TV

SUNDAY, JAN. 21 (5-6 P.M. EST)

Description:

A drama about anti-Semitism in a middle-class New York neighborhood, "Focus" has as its central character a man whose neighbors mistakenly believe him to be Jewish. It will be an NBC Public Affairs presentation, produced in cooperation with the American Jewish Committee's Institute of Human Relations.

Executive Producer:

Doris Ann

Co-Producers:

Milton E. Krents and Fielder Cook.

Director:

Fielder Cook

Writer:

S. Lee Pogostin has adapted the Arthur Miller novel for TV

THE CAST

Lawrence Newman.....James Whitmore

Gertrude Hart.....Colleen Dewhurst

Fred.....Tom Bosley

The Mother.....Betty Field

Gargan.....Arthur Hill

Finkelstein.....Zack Matalon

The Optometrist.....Nathaniel Frey

Hotel Keeper.....Howard Freeman

Narrator..... Alexander Scourby

-----O-----

NBC-New York, 1/11/62

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

NBC YEAR-END REPORT

FOR RELEASE MONDAY A.M., JAN. 15, 1962.

The National Broadcasting Company in 1961 recorded the highest profits in the company's history, the NBC Television Network achieved industry leadership in all aspects of its service, the NBC Radio Network solidified its number one position, and NBC News continued as the pace-setter in broadcast journalism.

These were the highlights of a 35th Anniversary year-end review of company activities released today by Robert W. Sarnoff, Chairman of the Board, and Robert E. Kintner, President.

By every measure of a network's primacy -- service, prestige, billings and program popularity -- NBC Television achieved a front-running position at year's end. The over-all diversity of the 1961-62 schedule, combined with NBC-TV's leadership in color programming and news and public affairs, provided television's most complete, balanced service. On news events covered simultaneously by all three television networks, NBC consistently attracted audiences larger than those of the other two networks combined. Surveys conducted during the year showed that members of Congress, doctors and lawyers look at NBC-TV first for the news. Gross billings reached a record level and the new season's schedule stood in the forefront of television program popularity.

The increased emphasis and expansion in news and public affairs programming was highlighted by NBC Television's unprecedented scheduling of 40 news and actuality specials in prime time during the 1961-62 season. Setting a standard far ahead of any previous network efforts

(more)

2 - Year-End Report

in this field, NBC-TV also had 10 daily and weekly news programs on its regular schedule -- every one sponsored.

Continuing its role as the industry leader in broadcasting's "new frontier," color television, NBC in 1961 quickened its pace of activity to answer the growing demand for color. During the year, NBC Television broadcast 1,670 hours of network color, 62 per cent more than in 1960. The increase in color hours was the greatest ever -- more than twice the increase between 1959 and 1960.

Advertiser investment in the NBC Television Network for the full year was the highest ever, surpassing 1960 by 11 per cent. NBC-TV again led its competitors in the number of different advertisers -- 245 -- which purchased time during the year.

"Continental Classroom," conceived by NBC in 1958 as the first nation-wide television course to offer college credit, continued to present a full hour of educational color programming each weekday.

NBC Radio in 1961 increased its profits and substantially exceeded billings of any other radio network, accounting for nearly 40 per cent of the total time sold on all four networks. A widely acclaimed programming innovation was the introduction of the most comprehensive end-of-the-weekend news wrapup in any medium -- a three-hour Sunday night segment of "Monitor '61" specially designed for news and news features.

NBC Enterprises continued its expansion into diversified projects throughout the world, with increased profit in both its international and domestic operations. International Enterprises sold programs to 54 countries during the year and was selected to establish Nigeria's first television system. Domestic Enterprises, among its other activities, was responsible for NBC's investment in Broadway's top

(more)

3 - Year-End Report

hit show, "How to Succeed in Business Without Really Trying." NBC Films closed the year with its best gross sales revenue since NBC entered film syndication.

NBC owned television and radio stations strengthened their community positions while establishing record profits. A highlight of 1961 was the full-scale coverage of the New York and New Jersey elections Nov. 7 provided by WNBC-TV in New York. Utilizing the facilities of NBC News, WNBC-TV consistently was ahead of all other stations in presenting returns, and reached an audience virtually as large as both its network-owned competitors combined. Another outstanding example was WRCV-TV in Philadelphia, which not only continued its expansion of local community affairs programming, but attained first position in program popularity in its market.

A year of increased activity for TV Spot Sales was marked by a strong fourth quarter which was well above the 1960 sales figure.

Programming for young people was further augmented by the addition of two weekly information programs produced by NBC News: "Update" and "1,2,3--Go!" A third new program of this type, "Championship Debate," was scheduled for January, 1962.

The performance of its new programming, usually considered the best indication of the success of a network schedule, was another vital area in which NBC Television far outstripped its competition. Virtually 70 per cent of all new network television programs which achieved clearcut rating success are on NBC.

Following are other major broadcasting developments during 1961:

NBC NEWS

With a world-wide staff of more than 700, NBC News again set the industry standard for broadcast journalism. Four new weekly half-

(more)

4 - Year-End Report

hour television series -- "David Brinkley's Journal," "Frank McGee's Here and Now," "Update" and "1,2,3--Go!" -- were added to the already-heavy schedule. During the first nine months of the year alone, 61 television news specials and 43 radio specials covered such events as President Kennedy's visits with world leaders, the nation's space program, the Berlin crisis, the Adolf Eichmann trial, and the accomplishments of the new Kennedy administration.

New bureaus were opened in Ottawa, Central Africa, Rio de Janeiro and Buenos Aires. The expanded staff presented such award-winning programming as "NBC White Paper," the "Purex Special for Women" series, religious programs, and two additional news programs -- "Afternoon Report" and "Saturday Night News."

Special programming was at an all-time peak, augmented by the introduction of the "Instant Special" -- coverage, on a comprehensive and immediate basis of fast-breaking news events as they occur. Gulf Oil Corporation, which sponsored the "Instant Specials" during the year, has renewed its contract for 1962.

Ten members of the staff produced the book, "Memo to JFK." "The Huntley-Brinkley Report" won another Emmy Award and Peabody Award, and Huntley and Brinkley were cited for "Closeup" honors by the Academy of Television Arts and Sciences.

At year's end, the award-winning "Chet Huntley Reporting" series, a Sunday afternoon fixture for more than five years, was re-scheduled in prime time, Fridays at 10:30 p.m. NYT.

Among the sponsors of NBC News programs during the year were R. J. Reynolds Tobacco Company, Helena Rubinstein, Quaker Oats Company, Pittsburgh Plate Glass, Douglas Fir Plywood Association, Gulf Oil

(more)

5 - Year-End Report

Corporation, Bristol-Myers, Mutual of Omaha, Procter & Gamble, Lipton, Lincoln-Mercury, Westinghouse, Bell System, Elgin National Watch Company, Texaco, General Mills and Purex.

TELEVISION NETWORK

PROGRAMMING

During 1961, the appeal of NBC programs gave the NBC-TV Network over-all audience leadership. The roster of new prime-time attractions achieved immediate audience enthusiasm, "Sing Along with Mitch" was one of the outstanding hits of the season, and such returning favorites as "Wagon Train," "Bonanza," Perry Como, Dinah Shore and "The Price Is Right" enjoyed continued popularity.

NBC Television's daytime programming, led by "Concentration" -- daytime's top-rated show -- topped its competition in ratings and billings at year's end. Two new programs, "Your First Impression," a panel show, and "Our Five Daughters," a dramatic serial created by NBC's Program Department, were scheduled to premiere in January, 1962.

In the specials area, a pioneering concept was "Du Pont Show of the Week," a series of top-quality actuality programs drawing on the skills of NBC News, Special Projects and top entertainment names.

"Hallmark Hall of Fame" continued its award-winning presentation of prestige drama with "Victoria Regina" (starring Julie Harris), "Give Us Barabbas," and a repeat of "Macbeth" (which won five Emmy Awards when originally shown).

Television adaptations of famous David O. Selznick movie classics were presented on "Theatre 62." The world premiere of "Deseret" was televised Jan. 1 and was followed by three other NBC Operas, "Fidelio," "Boris Godunov" and the annual Christmas presentation of "Amahl and the Night Visitors." Other outstanding productions

(more)

6 - Year-End Report

included the "Bell Telephone Hour" series, "Sound of the Sixties," Bob Hope specials, the Emmy Awards and a variety of other specials -- a concept which NBC pioneered in 1954.

NBC's position as the only full-service network continued to be epitomized by its vastly successful early-morning and late-night programs, "Today" and "The Jack Paar Show." During 1961, NBC News took over supervision of "Today" and John Chancellor, former Moscow correspondent, was named host. "The Jack Paar Show" once again was the country's most talked-about television program -- and the only late-evening network program on the air.

Starting even earlier than "Today" on NBC Television's Monday-Friday schedule, the award-winning "Continental Classroom" presented a course in Contemporary Mathematics which was added to the previous instruction in Modern Chemistry. At the start of the 1961-62 season, a new course, The Structure and Functions of American Government, was started.

SPECIAL PROJECTS

Special Projects had its biggest year ever, presenting 20 television programs -- an increase of more than 50 per cent over 1960. Three "Project 20" productions were premiered -- "The Story of Will Rogers," "The Real West" and "Laughter, U. S. A." "The World of Bob Hope" and "The World of Billy Graham," the first programs in a new Special Projects series, received enthusiastic acclaim from viewers and critics.

Six Special Projects productions were presented during the first part of the 1961-62 season on "Du Pont Show of the Week." "U. S. Grant, an Improbable Hero" was presented as the first of a two-part series on Grant and Robert E. Lee, and the highly acclaimed "Wisdom"

(more)

7 - Year-End Report

series returned to NBC Television. Among the distinguished entertainment personalities who appeared in Special Projects productions during the year were George Burns, Joan Crawford, Paul Whiteman, Bob Hope, Thomas Mitchell and the late Gary Cooper.

TALENT RELATIONS

The Talent Relations Department increased its activity during 1961, chiefly because of increased production activity in New York. Performers were placed in a variety of outstanding NBC programs, from opera to public affairs. The two performers signed to NBC in 1960 under the Talent Development operation had exceptional years. Diana Trask was featured on "Sing Along with Mitch" and Bruce Yarnell is the new star of "Outlaws."

SPORTS

NBC's leadership in broadcasting major sports events was maintained during 1961. On NBC-TV, sports fans watched regular and championship events in football, baseball, golf, tennis and basketball, many of them broadcast in color. Seven football bowl games plus the National Football League championship game were presented at year's end, while the World Series (an NBC fixture) highlighted the baseball coverage.

During the year, there was a major sports presentation on NBC Television every Saturday and Sunday, with frequent double-headers.

SALES

In a record sales year for both daytime and nighttime, NBC-TV's diversity of programming continued to attract a greater number of different advertisers (245) than its competition, and a significant number of important new advertisers. NBC also led in such important advertiser categories as automotive, gasoline and oils, and toiletries.

(more)

8 - Year-End Report

The National Dairy Products Corporation and the Gillette Company, NBC-TV's oldest advertisers, started their 15th consecutive year on the network. The General Motors Corporation, the country's largest advertiser (and an NBC-TV advertiser for many years), became the first automobile sponsor to invest in a heavy daytime television schedule.

Two pioneers in color -- RCA and Eastman Kodak -- were provided with a magnificent showcase for their products in "Walt Disney's Wonderful World of Color."

Sponsorship of NBC News programs during 1961 reflected the confidence of national advertisers in the quality and prestige of these presentations.

Trade association advertising on NBC-TV, greater than on either of the other networks, included: American Gas Association, American Dairy Association, Douglas Fir Plywood Association, Better Vision Institute, and Savings and Loan Foundation.

COLOR TELEVISION

Color television had its most significant growth ever during 1961. The increase in color hours over the previous year was the greatest in history and the total color hours -- 1,670 -- set an industry standard.

The major advance was in the area of filmed programming. With only one regularly scheduled color film program carried during 1960, NBC Television increased the 1961 total to seven, opening up exciting new vistas for color viewers.

New color programs included the Rose Bowl game, "All Star Golf" (first regularly scheduled filmed sports series in color), "David Brinkley's Journal" (first regularly scheduled color news series), news

(more)

specials, "Theatre 62," "Laramie" and "Tales of Wells Fargo" (formerly in black and white), "Walt Disney's Wonderful World of Color," "The Bullwinkle Show" (first prime-time color cartoon series), "Saturday Night at the Movies," "Sing Along with Mitch" and "The Bob Newhart Show." Advertisers in color programs increased from 110 in 1960 to 140 in 1961. Several advertisers were so enthusiastic about their color commercials that they used them in color in their NBC-TV black-and-white programs.

The successful concept of continuous blocks of color, started in 1960, was continued in 1961. During one Color Day in the Fall, 90 per cent of the daytime schedule and every nighttime program was broadcast in color.

RADIO NETWORK

NBC Radio, which reversed an industry trend in 1960 by showing a profit, again had a profitable year and a strong sales start on 1962. Approximately 100 different advertisers used NBC Radio during the year and obtained more circulation than advertisers on any other network. The top five advertisers with the largest weekly audiences were all on NBC.

The success of the new programming (stressing news and public affairs) which was inaugurated in early 1960 was shown by the sold-out status of all weekday programs -- "News on the Hour," "Emphasis" and "News of the World" -- at year's end. NBC Radio currently devotes 58 per cent of its schedule to news, public affairs and informational programming. To give still greater in-depth coverage to major news stories, a series of special "Instant News" programs was initiated.

ENTERPRISES DIVISION

NBC's extensive diversification program continued to expand under the direction of the Enterprises Division. NBC became the first

(more)

United States broadcasting company to establish a long-term television agreement with an African nation by starting a television service in the Federation of Nigeria. NBC International distributed filmed programs (including many NBC News presentations) around the world and received special mention at the International Television Assembly at Montreux, Switzerland, for "continuing artistic achievement." NBC Films was organized during 1961 and is currently distributing programs for syndication throughout the United States. NBC Merchandising expanded its operation to 15 nations during the year, becoming an international organization for the first time.

NBC associations were established with Television Network Kenya Ltd. and the R. A. I. television networks in Italy. Total gross sales for NBC International during the first half of 1961 were 50 per cent higher than the same period in 1960. Distribution abroad of such outstanding programs as the "Project 20" series and "NBC White Paper" established NBC International as the world's leading distributor of informational programs.

The sale of "The Deputy" and "The Best of Groucho" in more than 100 markets enabled NBC Films to gross over \$2 million in the third quarter, NBC's highest quarterly syndication volume ever. Licensing of products identified with television programs was extended by the Merchandising Department to 15 countries, and many of NBC's distinguished news and public affairs programs were converted to educational films and made available to schools, hospitals and service groups.

OWNED STATIONS AND SPOT SALES

The NBC owned television and radio stations continued their success during 1961, reaching a new sales peak.

(more)

The stations advanced their community positions in public standing and service. To cite one outstanding example, WRCV-TV in Philadelphia received 28 awards and citations during 1961, an increase of 50 per cent over the previous year. Although an additional 10 per cent of the station's program hours are now devoted to public service programming -- which typically does not attract maximum audiences -- it has gained the number one position in over-all share of audience in its market.

TV Spot Sales had a record fourth quarter and received industry praise for its continuing series of Timebuyer Opinion Panels. New business activity included presentations to national advertisers, based on the concept of INTERURBIA, a marketing approach developed by J. Walter Thompson.

SERVICE AND OTHER DEPARTMENTS

STATION RELATIONS

NBC's pre-eminent role among the communications media was enhanced by the strong, effective support given to its radio and television programs and policies by its affiliates. NBC, alone among the radio networks, continued to pay full compensation for all program time cleared by its affiliated stations, a figure which totaled more than \$3 million during 1961.

In December, NBC held its annual affiliates convention and 35th Anniversary observance in Los Angeles. Executives attended from most of NBC's 202 affiliated radio stations and 199 television stations.

PERSONNEL

NBC's Personnel Department conducted preliminary interviews with more than 6,600 job applicants during 1961. In addition, 1,639 placement interviews were held and more than 1,100 positions were filled.

(more)

12 - Year-End Report

In Labor Relations, NBC had 114 agreements with 15 unions, and during the year, 52 contracts were negotiated, reopened or renegotiated.

The placement activity of Organizational Development resulted in 88 per cent of position vacancies being filled internally -- the highest percentage ever achieved.

Through the Tuition Loan and Refund Plan, more than 160 employees were reimbursed for the tuition costs at various schools.

OPERATIONS AND ENGINEERING

NBC had the distinction of coordinating the technical facilities for the Project Mercury program which culminated in the successful space trip of Alan B. Shepard Jr. In order to provide the extensive television pool coverage of this historic event, NBC designed and built two massive trailer units complete with equipment for providing switching and pickup facilities.

In order to provide fast studio coverage of major news events, NBC built a new news studio complex in New York. The studio, with full technical facilities and office space for NBC News personnel, has been used repeatedly for fast-breaking news coverage.

Radio studio 6-A in New York was converted into a television audience studio in the record time of four months and provisions were made for future colorization.

Two more RCA tape machines were installed in New York and the Tape Central Switching complex was modified to handle the additional load. Two new units of special technical equipment were also installed during the year: the Standards Converter and the Video Translator. The Standards Converter makes possible reproduction of European tapes

(more)

13 - Year-End Report

to American standards, and vice versa. The Video Translator permits NBC to switch in and out of foreign program sources without getting vertical rolls or switching "tears." It is used extensively on the "Today" show and on such events as the inauguration and elections.

PLANNING AND RESEARCH

The Research Department conducted a study on the added values of daytime personalities and incorporated this material into a presentation shown to more than 40 agency and advertiser groups. Other surveys showed the overwhelming preference for NBC's news and public affairs programming among key influential groups, such as the United States Congress, doctors and lawyers.

Corporate Planning developed an objective system for selecting feature films for "Saturday Night at the Movies," and produced a plan, accepted by NBC Television affiliates, whereby they share equitably in the cost of the Daytime Bonus Plan.

STANDARDS AND PRACTICES

Standards and Practices maintained scrupulous supervision over all elements of NBC's radio and television programs. New guidelines for taste and propriety in program and advertising presentations were developed to conform to present NBC policy. The Practices Division designed a flexible plan of reviewing designated programs and strengthened its procedures for spot-checking participants in NBC contest programs in order to insure compliance with established standards.

The implementation of radio and television standards of good taste and judgment, formerly supervised by Continuity Acceptance, was handled by the Broadcast Standards Division, a new title consistent with the unit's objectives.

(more)

NATIONAL ADVERTISING

In 1961, NBC inaugurated a unique on-the-air promotion technique with a new four-ply rotating saturation plan. This plan put the massed promotional fire power of the network and its stations behind the program schedule in a concentrated endeavor which rotated support on a pre-planned basis.

Among other innovations in audience-building techniques was the creation of the new animated NBC "tag," used at the conclusion of a program to identify the network. Mood music based on the familiar NBC chimes was created as background for the film promos, and special one-minute films spotlighting NBC Newsmen were developed.

Personalized slides and nearly 400 individual ads and ad elements for the Fall campaign were created for NBC affiliated stations. For the first time, the majority of network identification spots were on film, as part of the more than 16,350 network promotional announcements scheduled during the year. Affiliated stations augmented this total with 720,955 air promos, and placed, on their own, some \$950,000 worth of tune-in advertising. Promotion kits were created for nearly 250 programs, 230 reports were distributed to advertisers and 625 pre-season client presentations were prepared.

National Advertising staged and participated in mid-summer regional promotional clinics attended by more than 100 station promotion managers and conducted the annual Promotion Managers' Luncheon-Meeting in conjunction with the BPA convention in November.

PROMOTIONAL SERVICES

Guest Relations in New York conducted 500,000 visitors on 15,000 tours of NBC during 1961, and 700,000 people attended 2,500 broadcasts. Some 220,000 requests for program tickets were received.

(more)

15 - Year-End Report

The Program Merchandise Department completed its second season of successful operation, supplying prize merchandise to NBC programs and affiliated station promotions.

Promotional Services held its fourth annual NBC Promotion Managers Awards competition for the best campaigns supporting the network's programming. Discussion guides prepared by Promotional Services were sent to high schools, colleges and leading civic groups.

Twenty-five stations in major markets conducted a Walt Disney newspaper coloring contest during the week of the premiere of "Walt Disney's Wonderful World of Color," and several other successful contest promotions were organized during the year.

INFORMATION

The Information Department handled more than 183,000 audience communications during 1961, including more than 30,000 direct telephone calls. The Speakers Bureau booked 22 speaking engagements.

-----O-----

NBC-New York, 1/12/62

NBC RADIO NETWORK NEWS

COMPREHENSIVE NBC RADIO COVERAGE OF U.S. MAN-IN-ORBIT ATTEMPT
WILL INCLUDE REPORTS ON WORLD-WIDE REACTION TO GLENN'S FLIGHT

World-wide reaction to the United States attempt to place an astronaut in orbit Tuesday, Jan. 23 will be among highlights of NBC Radio's live coverage of the man-shoot from Cape Canaveral, Fla.

Russ Tornabene, producer of the radio coverage, said NBC News will cover the Project Mercury shot from 7 a.m. EST, 30 minutes before planned launch time, until the astronaut, Marine Lt. Col. John H. Glenn Jr., has been recovered. Glenn is expected to make three orbits which will take more than four hours.

NBC Radio Network (including WNBC) will also carry two one-hour specials before and after the launch. On Monday, Jan. 22 from 9:05-10 p.m. EST, NBC News correspondents Merrill Mueller and Jay Barbree will broadcast reports from Canaveral on the eve of the launch.

This program, called "Prelude to Space," will feature reports from NBC News correspondents covering the launch -- Roy Neal, Herbert Kaplow, Peter Hackes and Steve Flanders in New York.

The night of the launch (Jan. 23), also from 9:05-10 p.m. EST, NBC Radio will broadcast "America's Man in Orbit," a summary and evaluation of Glenn's flight. This program will be canceled if the launch is not achieved.

The weekend before the launch, various interviews with space officials will be broadcast on NBC Radio's "Monitor 62."

During Glenn's flight, NBC Radio will broadcast live coverage. Reaction from government officials and the "man-in-the-street" from London, Paris, Berlin and Moscow as well as in the United States will also be carried.

-----o----- NBC-New York, 1/12/62

NBC TELEVISION NETWORK NEWS

January 12, 1962

NBC TO CARRY TELEVISED TOUR OF THE WHITE HOUSE FEB. 14

The Presidential Press Secretary, Pierre Salinger, has notified the National Broadcasting Company that a televised tour of the White House, scheduled for 10-11 p.m. EST, Wednesday, Feb. 14, will be available to all networks, since it deals with a national institution. NBC intends to carry the program, with CBS acting as the pool representative.

GENE WALSH APPOINTED ASSISTANT TRADE NEWS EDITOR
FOR THE NBC PRESS DEPARTMENT

Gene Walsh has been appointed Assistant Trade News Editor for the NBC Press Department, it was announced today by Alan Baker, Manager, Business and Trade Publicity.

Mr. Walsh joined the NBC Press Department in January, 1961, as an Associate Magazine Editor. He had previously been a reporter and columnist for the Adirondack Daily Enterprise, Saranac Lake, N. Y., and before that was the Director of Press Information for Paul Smith's College.

Mr. Walsh is a graduate of St. Lawrence University. He lives with his wife and two children in New Milford, N. J.

-----O-----

NBC-New York, 1/12/62

NBC RADIO NETWORK PROGRAM

PRESIDENT'S JAN. 15 NEWS CONFERENCE
ON NBC'S TV AND RADIO NETWORKS

President Kennedy's news conference
Monday, Jan. 15 will be broadcast on NBC-TV (including
WNBC-TV) from 5-5:30 p.m. EST. The NBC Radio
Network (including WNBC) will also carry the press
conference from 5:05 p.m. EST until conclusion.

The conference taking place at 4 p.m. will
be taped and recorded for the NBC scheduling.

NBC-New York, 1/12/62

January 12, 1962

TEN YEARS OF TV ACHIEVEMENT MARKED BY NBC'S "TODAY" SHOW
--

The "Today" show celebrated its 10th anniversary this morning (Friday, Jan. 12) with a review of the past -- and a look at the future.

Host John Chancellor and Frank Blair were joined by former host Dave Garroway and another former cast member, Jack Lescoulie, for a look at past "Today" highlights. The eight producers associated with the show through the decade also participated in the anniversary broadcast.

For a program that was greeted by some dubious critics as "a spectacular gamble" when it premiered on Jan. 14, 1952, "Today" has surpassed the expectations of many of its staunchest supporters.

"Today's" success story, as catalogued on the anniversary program, included an increase in station line-up from its initial 27 stations to 165. Its audience has likewise multiplied, from 4 million homes to more than 16 million homes each month. Also, "Today" has presented nearly 7,000 hours of programming, which would take a weekly half-hour series more than 265 years to duplicate.

"Today's" guest-list of some 13,000 persons is unequalled. Nor can any other program claim such an extensive list of headline names. President Kennedy and former Presidents Truman and Eisenhower have appeared on "Today," as have many Cabinet members and other high government officials. Foreign leaders also are seen regularly on "Today" along with noted people from the fields of music, art, literature, sports, labor, industry, fashion and the entertainment world.

(more)

"Today" has left its home base in New York many times to originate in other cities in this country and abroad. It was the first regular U. S. network television program to originate from Europe via tape when it presented four programs from Paris in 1959. The following year, "Today" returned to Europe to present a comprehensive five-day tour of Rome.

By presenting such a diversity of entertainment and public service fare Mondays through Fridays (7-9 a.m. EST), "Today" has also changed the early-morning habits of many viewers from coast-to-coast.

As "Today" looks forward to continued service to its millions of viewers, it also looks back upon a year filled with important highlights. During 1961, John Chancellor became the new host replacing Dave Garroway, who had been with "Today" since its debut. Frank Blair, an original member of the cast, and the new "Today Girl," Louise King, share the "Today" desk. Last July the program (which had been pre-taped) reverted to a live format five days a week.

President Kennedy and Vice President Johnson were among the notables appearing on "Today" during 1961. Senators made 42 appearances, Representatives were on 39 times and Cabinet members were interviewed 22 times in that year. Governors were presented on 22 occasions, and authors were guests 150 times.

A partial listing of the notables on "Today" during the past year include Secretary of State Dean Rusk; Premier Fanfani of Italy; author William L. Shirer; Israeli Foreign Minister Golda Meir; India's Ambassador B. K. Nehru; UN Ambassador Adlai E. Stevenson; President Mobido Keita of Mali; sculptor Jacques Lipchitz; poet Carl Sandburg; Secretary of Labor Arthur Goldberg; Secretary of Health, Education and Welfare Abraham Ribicoff; actor Ben Gazzara; golfer Sam Snead; singer

(more)

Eleanor Steber; historian Arnold Toynbee; illustrator Norman Rockwell; comedian Jerry Lewis; orchestra leader Duke Ellington; singer Julius La Rosa; boxer Archie Moore; fashion designer Pauline Trigere, and pianist Eugene List.

Also during the past year, "Today" several times devoted its entire two-hour program to important issues -- the coverage of President Kennedy's Inauguration, the invasion of Cuba, the First National Conference on the Peaceful Uses of Space, and coverage of the launching of the first U. S. astronaut. Recently, "Today" gave one-hour of its daily programming for a full week to a discussion of civil defense and fallout shelters, including interviews with experts on the subject.

Looking to the future, "Today" viewers can continue to expect something unique in television and a program that will play an important part in the lives of people who want to be informed and entertained.

-----O-----

NBC-New York, 1/12/62

NBC-TV DAYTIME SALES LAST WEEK TOTALED \$1,577,427

The NBC-TV daytime network, which in recent weeks has recorded record-breaking sales volumes, last week entered sales totaling \$1,577,427, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Significantly, NBC is rated the number one daytime network for the seventh consecutive week, according to the national Nielsen Daytime December II Report.

Mr. Durgin said that the continued success of the NBC-TV daytime schedule was due to high program quality and the flexibility and exposure afforded national advertisers.

Colgate-Palmolive Company ordered participations in "Say When," "Your First Impression," "Our Five Daughters," and "King Leonardo and His Short Subjects." The order was placed through Street & Finney Inc., Lennen & Newell Inc., Norman, Craig & Kummel and Ted Bates & Company.

United States Borax and Chemical Company, through McCann-Erickson Company, has purchased sponsorship in "Say When."

Ex-Lax Inc. ordered participations in "Truth or Consequences," "The Jan Murray Show," and "Say When." The order was placed through Warwick & Legler, Inc.

Whitehall Laboratories, through Ted Bates Inc., purchased sponsorship in "Say When."

Bristol-Myers Company, through Young & Rubicam Inc., bought participations in "Say When" and "Truth or Consequences."

Thomas Leeming & Company ordered schedules in "Concentration." The order was placed through William Esty & Co., Inc.

-----O-----

NBC-New York, 1/15/62

January 15, 1962

THREE NATIONAL ADVERTISERS--SCHLITZ, U.S. TIME, P. & G.--
PURCHASE SPONSORSHIP OF NBC-TV'S "EMMY AWARDS" PROGRAM

Three major national advertisers -- Joseph Schlitz Brewing Company, United States Time Corporation, and Procter & Gamble Company -- have purchased sponsorship of NBC-TV's Emmy Awards TV broadcast, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Each advertiser has purchased one-third sponsorship of the live 90-minute program which will be presented Tuesday, May 22 (10-11:30 p.m. EST).

The Schlitz order was placed through Leo Burnett Company, Chicago. The Procter & Gamble order was placed through Grey Advertising, and the United States Time order was placed through Warwick & Legler Inc.

-----O-----

NBC TELEVISION NETWORK NEWS

January 15, 1962

LIVE TV REPORTS FROM ASTRONAUT GLENN'S HOME, FORMER HOME TOWN AND WASHINGTON SCHEDULED IN NBC NEWS' COVERAGE OF PROJECT MERCURY MAN-SHOOT

Live television pickups from the home of astronaut John H. Glenn Jr., from his former home town and from Washington will be part of NBC News' special live coverage of the Project Mercury man-shoot Tuesday, Jan. 23.

Producer Chet Hagan said NBC camera crews would be set up at 3683 North Harrison Street in Arlington, Va., where Glenn lives with his wife and two teen-age children.

Another television camera will be in New Concord, Ohio, where Glenn's parents live. This pickup, Hagan said, will probably include the townspeople's reaction to Glenn's flight.

A third camera will be stationed in Washington for high-level reaction to the shot. For all of these remote pickups, NBC News Correspondent Frank McGee in Studio 8-H, New York, will be anchorman.

The main NBC coverage, as previously reported, will be from Cape Canaveral, with NBC News Correspondent Roy Neal and an NBC News staff of more than 50. NBC News is prepared to broadcast live coverage of the Project Mercury shot until Glenn is recovered.

NBC coverage of the project, which could span several hours, is being sponsored by the Gulf Oil Corporation.

-----O-----

NBC'S DON DURGIN TO ADDRESS CINCINNATI AD CLUB

Don Durgin, Vice President, NBC Television Network Sales, will address the Cincinnati Advertising Club on Wednesday, Jan. 17, it was announced today.

Mr. Durgin was invited through Station WLW-TV, the NBC-TV affiliate in Cincinnati.

Among the subjects Mr. Durgin is expected to cover in his Cincinnati talk are the compatibility between advertising requirements and a television schedule of genuine flexibility and balance, and the diversity of product commercials.

-----O-----

NBC-New York, 1/15/62

NBC COLOR TELEVISION NEWS



CRITICS VOTE LEONTYNE PRICE 'MUSICIAN OF THE YEAR'

Soprano Stars in Opera, 'Don Giovanni,' on NBC-TV

Leontyne Price, who stars in the NBC Opera Company's production of "Don Giovanni," has been voted "Musician of the Year" in a poll of 150 leading music critics throughout the nation. Miss Price sings the role of Donna Anna to Cesare Siepi's Don Giovanni in the repeat showing of the Mozart opera Sunday, Jan. 28 (NBC-TV Network color broadcast 2:30-5 p.m. EST).

The poll was conducted by Musical America magazine. Miss Price has been singled out by critics both in this country and in Europe for her outstanding performances in opera. When "Don Giovanni" was broadcast live on the NBC-TV network, critics praised her singing highly. The American soprano also has received critical accolades in the musical capitals of Europe. Her performance as Donna Anna at the famed Salzburg Festival won the plaudits of visiting critics from all over the world.

Miss Price first sang with the NBC Opera Company in 1955, in the title role of Puccini's "Tosca." That was her first professional opera appearance, and it brought her to the attention of the opera world. Since then she has sung three additional roles with the NBC Opera Company -- as Donna Anna, as the Mother Superior in "Dialogues of the Carmelites" by Poulenc, and as Pamina in Mozart's "The Magic Flute."

Miss Price, now a leading member of the Metropolitan Opera, also sings with other major opera companies of the world.

-----o----- NBC-New York, 1/15/62

January 16, 1962

NBC-TV ENTERED MORE THAN \$19,000,000 IN NEW AND RENEWED DAYTIME SALES IN LAST 6 WEEKS OF '61--RECORD VOLUME FOR NETWORK IN SUCH A PERIOD

NBC-TV has entered more than \$19,000,000 in new and renewed daytime sales during the last six weeks of 1961, a record sales volume for the network in such a period, and is maintaining this momentum in 1962, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

Speaking at a press conference in New York, Mr. Hergen added that NBC-TV ranked as the leading daytime network in every Nielsen report during the fourth quarter of 1961, based on the average ratings for all programs.

Mr. Hergen said that daytime network television has become a major marketing force and a powerful and essential sales tool in the United States and pointed to total 1961 daytime billings of more than a quarter billion dollars as evidence of the medium's new dimensions.

Mr. Hergen said that for the first time in the industry's history, this season finds audiences that number over 10,000,000 per average minute watching daytime television, or 2,000,000 more than four seasons ago. More than four out of five TV families watch this medium each week and average about 10 hours of viewing per family.

Intensified daytime network competition resulting in greater flexibility, economy and impact was cited by Mr. Hergen as a key factor in the emergence of daytime network television as a product showcase.

Mr. Hergen also noted that in addition to its schedule of 12 morning and afternoon programs, NBC now provides its daytime audiences

(more)

2 - Daytime TV

with news reports three times daily (12:55 p.m., 2:25 p.m. and 4:55 p.m. EST). These five-minute strips are fully sponsored.

Most NBC daytime programs, Mr. Hergen said, offer advertisers impact that is both unique and powerful in that it delivers commercial messages by effective, friendly personalities with whom the viewer has developed strong identification on a continuing basis.

Mr. Hergen concluded by naming the 38 national advertisers which had purchased sponsorship on the NBC-TV daytime network during the Winter, 1961-62, season. They are:

Beech-Nut Life Savers	Lestoil
Block Drug	P. Lorillard
U.S. Borax	Mead Johnson
Bristol-Myers	Miles Laboratories
Brown & Williamson	National Biscuit Co.
Campbell Soup	O'Cedar
Colgate-Palmolive	Pillsbury
Alberto-Culver	Procter & Gamble
Ex-Lax	Purex
Max Factor	Reynolds Metals
Fels & Co.	Simoniz
Frito	Speidel
General Mills	Sterling Drug
Green Giant	Sunsweet Growers
H.J. Heinz	Sweets Co. of America
Andrew Jergens	Upjohn
Kraft Foods	Whitehall
Thom. Leeming	Reader's Digest
Lever Bros.	Sunshine Biscuits

-----O-----

NBC-New York, 1/16/62

NBC TELEVISION NETWORK NEWS

January 16, 1962

PRESIDENT KENNEDY'S CONGRATULATIONS TO ASTRONAUT GLENN
AFTER SPACE FLIGHT WILL BE BROADCAST LIVE BY NBC-TV

NBC-TV will broadcast live President Kennedy's congratulations to Marine Lieut. Colonel John H. Glenn Jr. after the astronaut is recovered from his space flight Tuesday, Jan. 23.

NBC cameras will be stationed in the President's office at the White House to reveal his telephone greetings to Glenn who will be aboard one of three aircraft carriers in the landing area.

The NBC pickup will be pooled and fed to the other major television networks. If Glenn makes only one orbit, he will be picked up by the carrier Wasp; two orbits, the carrier Enterprise, and three orbits, the carrier Randolph.

The NBC coverage at the White House will be moderated by one of NBC News White House correspondents, Sander Vanocur or Ray Scherer.

-----O-----

January 16, 1961

Added Highlights for Man-in-Orbit Programming

ASTRONAUT GLENN'S VOICE AS HE ORBITS THE EARTH
AND A REMOTE LIVE VIDEO PICKUP FROM SAN DIEGO
MISSILE PLANT INCLUDED IN NBC-TV COVERAGE

The voice of astronaut John H. Glenn Jr. as he orbits the earth, and a look at the Atlas missile assembly line in San Diego (via a live remote pickup) will be included in NBC-TV's coverage of the man-shoot Tuesday, Jan. 23.

Producer Chet Hagan said plans call for a remote pickup at General Dynamics Astronautics in San Diego 30 minutes after Glenn is launched from Cape Canaveral, Fla., by an Atlas missile.

NBC News correspondent Elmer Peterson will be at the plant explaining General Dynamic's medical monitoring equipment.

Peterson will interview a space medicine expert who will explain the equipment as it reports Glenn's pulse, body temperature and, generally, how he is withstanding the stresses and strains of space.

Hagan said about an hour-and-a-half after launch, General Dynamic's equipment will pick up Glenn's voice as his capsule soars into radio range.

Reception from the capsule will also be possible during the second and third orbits. Peterson will interview assembly line workers who manufactured the missile which will propel Glenn into space.

Peterson will also chat with women workers at the plant whose job it is to assemble tiny electronic parts that Glenn will depend upon during his voyage.

(more)

The San Diego pickup is the fourth live remote facility of NBC-TV in its coverage of the man-shoot. As announced, other cameras will be at the astronaut's home in Arlington, Va., at the home town of his parents in New Concord, Ohio, and at the nation's capital for high-level reaction to the shot.

The bulk of NBC-TV's coverage will emanate from the Cape, with NBC News correspondent Frank McGee in New York as anchorman.

-----O-----

NBC-New York, 1/16/62

NBC TELEVISION NETWORK NEWS

January 16, 1962

10 MEMBERS OF PRESIDENT KENNEDY'S CABINET TO APPEAR ON "TODAY"
IN SEPARATE INTERVIEWS; THEY WILL REVIEW '61, FORECAST '62

The 10 members of the President's Cabinet will report on the "state of the union" in separate interviews on NBC-TV's "Today" show starting Monday, Jan. 22. The Cabinet members will appear individually on consecutive days during the 7:30-8 a.m. EST segment of the Monday through Friday morning program.

(Note: If the Project Mercury man-shoot takes place as scheduled on Tuesday, Jan. 23, NBC News' live coverage of the event will pre-empt the "Today" show.)

The Cabinet members will be interviewed by "Today" host John Chancellor (from New York) and NBC News correspondent Martin Agronsky, who will be in Washington with the guests.

The interviews will cover accomplishments of each government department during the first year of the Kennedy Administration.

Also, each Cabinet member will speak about what he hopes to get done during the coming year.

Each official appeared on "Today" last February to report on their plans for the first year of the Kennedy Administration.

The list of Cabinet members to appear on "Today" follows
(The exact date for each guest will be announced later):

Dean Rusk, Secretary of State

(more)

C. Douglas Dillon, Secretary of the Treasury
Robert S. McNamara, Secretary of Defense
Robert F. Kennedy, Attorney General
J. Edward Day, Postmaster General
Stewart L. Udall, Secretary of the Interior
Orville L. Freeman, Secretary of Agriculture
Luther H. Hodges, Secretary of Commerce
Arthur J. Goldberg, Secretary of Labor
Abraham A. Ribicoff, Secretary of Health,
Education and Welfare.

-----O-----

NBC-New York, 1/16/62

January 17, 1962

U.S. TIME CORP. BUYS SPONSORSHIP
IN FOUR UPCOMING NBC-TV SPECIALS

The United States Time Corporation has purchased sponsorship in four upcoming NBC-TV entertainment specials, it was announced today by John M. Otter, Director, Special Program Sales, NBC Television Network.

U. S. Time will sponsor two-thirds of "The Bob Hope Show," Tuesday, Feb. 27, (9-10 p.m. EST), and one-half of "The Bob Hope Show," Thursday, March 22, (8:30 to 9:30 p.m. EST). The December 13 Bob Hope special received the highest rating of any television entertainment special this season.

U. S. Time also purchased complete sponsorship of "Yves Montand on Broadway" Friday, May 11 (8:30 to 9:30 p.m. EST) and one-third of "The Emmy Awards Show" Tuesday, May 22 (10-11:30 p.m. EST).

The order was placed through Warwick & Legler.

-----O-----

January 17, 1962

WINNERS ARE ANNOUNCED FOR THE FOURTH ANNUAL
NBC PROMOTION MANAGERS AWARDS CAMPAIGN

Caley Augustine, WIIC, Pittsburgh, Pa.; and James Knight, WTRF-TV, Wheeling, W. Va., are the winners, over more than 100 competing entries, of the Fourth Annual NBC Promotion Managers Awards Campaign for local station support of the 1961-62 NBC Television program schedule, it was announced today by Alexander S. Rylander, Vice President, Promotional Services.

Mr. Augustine was winner of the "over \$700 rate" category and Mr. Knight was winner of the "under \$700 rate" category. The entries were grouped into two categories to compensate for the difference in size of competing stations.

Runners-up in the "over \$700 rate" division were Kirt Harriss, KPRC-TV, Houston, Texas, and Donn Winther, WBZ-TV, Boston, Mass. Runners-up in the "under \$700 rate" group were Cal Mahlock, WKJG-TV, Fort Wayne, Ind., and Frank J. Doherty Jr., WWLP, Springfield, Mass.

The six major winners will receive a one-week, all-expenses-paid trip to Hollywood and Las Vegas. In Hollywood they will visit NBC-TV studios, meet NBC-TV stars and tour Disneyland. Their visit to Las Vegas will include a tour of famous nightclubs.

(more)

2 - Promotion Awards

Contest entries were judged by executives of leading advertising agencies in four principal categories: press, advertising, promotion and showmanship in special exploitation areas.

Three promotion features, highlighted in the local station exhibits, were the "Pick the Channel 'X' Viewers Contest," "Walt Disney's Wonderful World of Color Coloring Contest," and the "NBC Programs Parade."

Over 50 major markets conducted the viewers' contest, in which viewers submitted their choice of the "Top Ten Programs." Over \$100,000 in prizes were awarded the winners. More than 25 cities entered the coloring contest, and numerous NBC Program Parades were conducted.

The NBC Promotion Managers Awards competition, sanctioned by the Broadcasters Promotion Association, is the only television network awards contest which provides an opportunity for local stations to display their efforts on behalf of a network's program schedule and to compete with other promotion managers for prizes.

The fourth through tenth award winners, who will receive prizes, including RCA Color TV sets, tape recorders, Hi-Fi units, Eastman Kodak cameras and projectors, are:

(more)

3 - Promotion Awards

	<u>"Over \$700 Rate"</u>	<u>"Under \$700 Rate"</u>
Fourth	Don Fischer WCKT Miami, Fla.	Miss Carol Geerdes KROC-TV Rochester, Minn.
Fifth	Dick Paul WAVY-TV Norfolk, Va.	Carl Tibbetts KTAL-TV Shreveport, La.
Sixth	Jack Williams WSAZ-TV Huntington, W. Va.	Mrs. Catherine Snedaker WINR-TV Binghamton, N. Y.
Seventh	Fred Mueller KSD-TV St. Louis Mo.	Jack Banasik KGNC-TV Amarillo, Tex.
Eighth	K. C. Strange WFBM-TV Indianapolis, Ind.	Ed Thomas KSOO-TV Sioux Falls, So. Dak.
Ninth	Art Garland WRGB Schenectady, N. Y.	Fred Foerster WRE-TV Wilkes Barre, Pa.
Tenth	Eric Bremner KING-TV Seattle, Wash.	Bob Thompson WTVO Rockford, Ill.

Judges for the contest were Thomas McAvity, of J. Walter Thompson; Lee Currlin, of Benton & Bowles; Harry Ommerle, of Sullivan, Stauffer, Colwell & Bayles, and Ben Holme of McCann-Erickson.

-----O-----

NBC-New York, 1/17/62

NBC TELEVISION NETWORK NEWS

NBC-TV PROGRAMS, PERFORMERS AND SERVICES WIN 14 FIRST PLACES--

MORE THAN OTHER 2 NETWORKS COMBINED--IN FAME MAGAZINE POLL

FOR RELEASE THURSDAY A.M., JAN. 18

National Broadcasting Company programs, performers and services won 14 first-place awards -- more than the combined total of both other networks -- in the 13th annual Television Today and Motion Picture Daily poll and TV critics and columnists for Fame Magazine.

In addition, NBC won 15 second-place awards, also more than the combined other networks, and shared in another first-place award.

NBC swept first, second and third-place awards in two categories, Best Popular Music Show, and TV Show Making Most Effective Use of Color. New Fame Award records were set by Perry Como and Dinah Shore, each achieving top honors in the Best Vocalist categories for the 11th consecutive year in the poll.

Other long-incumbent NBC-TV winners included Mel Allen, selected as Best Sportscaster for the ninth consecutive year; and "Today" and Hugh Downs, each selected for the fourth straight year as Best Daytime Program and Best Announcer, respectively. For the third straight year, NBC-TV's "The Price Is Right" was selected as Best Quiz Show -- Audience Participation.

NBC-TV's critically acclaimed program of news commentary, "David Brinkley's Journal," and its star won two first-place awards in the Fame poll, respectively as Most Unique New Program and Best News Commentator.

(more)

NBC placed first, second and third, respectively, with "Sing Along with Mitch," "Perry Como's Kraft Music Hall" and "Bell Telephone Hour" in sweeping the Best Popular Music Show category -- and with "Walt Disney's Wonderful World of Color," "Perry Como's Kraft Music Hall" and "Bonanza" in the TV Show Making Most Effective Use of Color category.

Other NBC first-place awards went to "Bonanza" as Best Western Series, "The Bob Newhart Show" as Best Comedy Show, and "Thriller" as Best Mystery Program. NBC shared with the other networks in a first-place award to Wayne and Shuster (frequent guests on "The Dinah Shore Show") for Best Comedy Team.

The NBC Press Department was singled out in the awards as Best Network Publicity Service for the fourth consecutive year.

The complete list of NBC winners in all categories follows:

First-Place Awards

TV SHOW MAKING MOST EFFECTIVE USE OF COLOR -- "Walt Disney's Wonderful World of Color"

MOST UNIQUE NEW PROGRAM -- "David Brinkley's Journal"

BEST WESTERN SERIES -- "Bonanza"

BEST COMEDY SHOW -- "The Bob Newhart Show"

BEST MYSTERY PROGRAM -- "Thriller"

BEST MALE VOCALIST -- Perry Como

BEST FEMALE VOCALIST -- Dinah Shore

BEST SPORTSCASTER -- Mel Allen

BEST DAYTIME PROGRAM -- "Today"

BEST POPULAR MUSIC SHOW -- "Sing Along with Mitch"

BEST QUIZ SHOW -- AUDIENCE PARTICIPATION -- "The Price Is Right"

BEST ANNOUNCER -- Hugh Downs (of "The Jack Paar Show")

BEST NEWS COMMENTATOR -- David Brinkley

(more)

First-Place Awards (Cont'd)

BEST NETWORK PUBLICITY SERVICE -- NBC Press Department

BEST COMEDY TEAM (SHARED AWARD) -- Wayne and Shuster

Second-Place Awards

TV SHOW MAKING MOST EFFECTIVE USE OF COLOR -- "Perry Como's
Kraft Music Hall"

BEST NETWORK TV PROGRAM -- "Perry Como's Kraft Music Hall"

BEST ONE-HOUR DRAMATIC PROGRAM -- "The Dick Powell Show"

MOST PROMISING NEW MALE 'STAR OF TOMORROW' -- Richard
Chamberlain (co-star of "Dr. Kildare")

BEST COMEDIAN -- Bob Newhart (of "The Bob Newhart Show")

BEST COMEDIENNE -- Shirley Booth (of "Hazel")

BEST COMEDY TEAM -- Joe E. Ross and Fred Gwynne (of "Car 54,
Where Are You?")

BEST SPORTSCASTER - Lindsey Nelson

BEST FEMALE VOCALIST -- Leslie Uggams (of "Sing Along with
Mitch")

BEST DAYTIME PROGRAM -- "Purex Specials for Women"

BEST POPULAR MUSIC SHOW -- "Perry Como's Kraft Music Hall"

BEST CHILDREN'S PROGRAM -- "Walt Disney's Wonderful World
of Color"

BEST QUIZ SHOW -- AUDIENCE PARTICIPATION -- "Concentration"

BEST MASTER OF CEREMONIES -- Jack Paar

BEST NEWS COMMENTATOR -- Chet Huntley

Third-Place Awards

TV SHOW MAKING MOST EFFECTIVE USE OF COLOR -- "Bonanza"

BEST TELEVISION PERFORMER -- Perry Como

(more)

Third-Place Awards (Cont'd)

- BEST VARIETY PROGRAM -- "Perry Como's Kraft Music Hall"
- BEST HALF-HOUR DRAMATIC PROGRAM -- "Alfred Hitchcock Presents"
- BEST COMEDY SHOW -- "Car 54, Where Are You?"
- BEST MYSTERY PROGRAM -- "Alfred Hitchcock Presents"
- BEST POPULAR MUSIC SHOW -- "Bell Telephone Hour"
- BEST CHILDREN'S PROGRAM -- "The Shari Lewis Show"
- BEST ANNOUNCER -- George Fenneman (of "The Groucho Show")
- BEST COMEDIENNE (SHARED) -- Phyllis Diller (of "The Jack Paar
Show")
- BEST MALE VOCALIST (SHARED) -- Robert Goulet (of "Bell
Telephone Hour")
- BEST FEMALE VOCALIST (SHARED) -- Connie Francis (guest on NBC
variety hours)
- BEST SPORTSCASTER (SHARED) -- Bud Palmer (of "NBA Pro
Basketball")

-----O-----

NBC-New York, 1/17/62

January 17, 1962

'TODAY' WILL START HALF-HOUR EARLIER ON JAN. 24
FOR REPORTS BEFORE MAN-IN-ORBIT FLIGHT
- - -
NBC-TV and Radio Special Programs Are Rescheduled

NBC-TV's "Today" program will start a half-hour earlier -- 6:30 a.m. EST -- on Wednesday, Jan. 24 with news reports on preparations for America's first man-in-orbit flight, which is expected to take place later that morning.

A live television pickup from Cape Canaveral on the day of the launching will be presented on "Today" at 7 a.m. EST. NBC News correspondent Roy Neal will report from Canaveral.

A special NBC News program on the orbital flight of Marine Lt. Colonel John H. Glenn Jr., who has been selected as prime astronaut for the attempt, is now scheduled for Wednesday night, Jan. 24 (time to be announced), instead of Tuesday, Jan. 23 (10-11 p.m. EST), as previously announced. The program change was made necessary because of the postponement of the launching, previously scheduled for Jan. 23 and now expected on Jan. 24.

NBC News is prepared to present live TV and Radio coverage of the flight starting before the launching of the Atlas space vehicle and continuing until recovery of the astronaut, expected several hours later.

The following NBC Radio special programs will be broadcast:

(more)

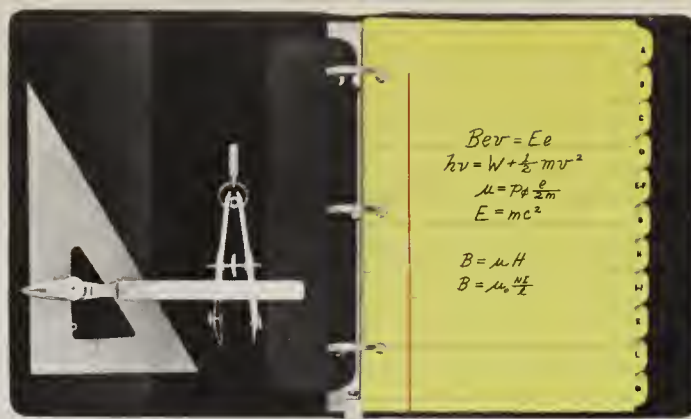
2 - Man-in-Orbit Coverage

"Prelude to Space" Tuesday, Jan. 23 (9:05-10 p.m. EST), a preview of the man-in-orbit attempt and its significance in the U. S. space program. (This was previously scheduled for Monday, Jan. 22, 9:05 p.m. EST).

"America's Man in Space" Wednesday, Jan. 24 (9:05-10 p.m. EST), coverage of the flight, world reaction to it, and its meaning for the overall space program. (Previously scheduled for Tuesday, Jan. 23, 9:05 p.m. EST).

-----O-----

NBC-New York, 1/17/62



CONTINENTAL CLASSROOM
NBC TELEVISION NETWORK
6:00-7:00 AM MON.-FRI.

January 17, 1962

80 LESSONS ON PRESIDENCY, SUPREME COURT, NATIONAL ECONOMY
AND OTHER MAJOR PHASES OF U.S. GOVERNMENT ARE LISTED
FOR SPRING SEMESTER OF 'CONTINENTAL CLASSROOM'

Eighty lessons devoted to study of the Presidency, the Supreme Court, the national economy, foreign policy and other major aspects of American Government will be presented in the NBC-TV Network's "Continental Classroom" during the Spring semester, starting Monday, Jan. 29 and continuing through Friday, May 25.

The college-level course in the Structure and Functions of American Government is broadcast in color coast-to-coast Monday through Friday from 6:30 to 7 a.m. local time. A total of 180 stations carry it -- 139 of them simultaneously in the early morning period. More than 200 colleges and universities throughout the country are offering the two-semester course for academic credit.

Dr. Peter H. Odegard, who conducts the course, will have with him on-camera during the Spring term many prominent guests, some of them from the Federal government. He will continue to be on leave from his post as head of the political science department at the University of California at Berkeley.

"We have been surprised by the number of thoughtful letters which Dr. Odegard's lectures have evoked," Edward Stanley, NBC Director of Public Affairs, said today, "and profoundly impressed by the serious concern which the American public has shown in the course, and the
(more)

interest of so great an audience in the structure and functions of our Republic. To read some of these letters is a rewarding and reassuring experience."

No classes will be held on Washington's Birthday, Feb. 22, or during the Easter holidays, from April 18 through April 23.

-----O-----

NBC-New York, 1/17/62

NBC-TV NETWORK PROGRAM

NBC-TV 'PROJECT 20' PRODUCTION OF 'THE REAL WEST' WINS AWARD
AS 'OUTSTANDING FACTUAL WESTERN TV PROGRAM OF 1961'

The NBC-TV "Project 20" production of "The Real West," which starred the late Gary Cooper as storyteller in his last role, has been named winner of a Western Heritage Award as the "outstanding factual Western television program of 1961."

Montana's Governor Donald G. Nutter, chairman of the Western Heritage Awards Committee, who made the announcement, said an Awards dinner will be held in Oklahoma City, Okla., Jan. 22 to honor the winners. In addition to the winners, guests will include governors and prominent citizens from each of the 17 Western states.

"Wrangler" trophies will be presented on that occasion to NBC, to Donald B. Hyatt, producer-director of "Project 20," and to Philip Reisman Jr., who wrote the script of "The Real West."

The Awards are made by the National Cowboy Hall of Fame and Western Heritage Center, a non-profit organization with headquarters in Oklahoma City.

"The Real West," broadcast by NBC March 29, 1961, authentically portrayed the American West of 1848-1900 through the "Project 20" still-pictures-in-action technique.

-----O-----

NBC-New York, 1/17/62

CREDITS FOR 'ABOUT TIME' IN 'BELL SYSTEM SCIENCE SERIES'

Program Title: "About Time"

Series: "Bell System Science Series"

Time: Monday, Feb. 5 -- NBC-TV Network color program (8:30-9:30 p.m. EST).

Format: A one-hour color documentary film, using dramatization, animated cartoons, lecture and scientific demonstration to explain the measurement of time, today and in the past. The program analyzes not only time-pieces but calendars as well, and explains Einstein's theory of relativity.

Cast: Dr. Frank Baxter is host.
Les Tremayne plays the King.
Richard Deacon plays the Chamberlain.

Producer-director: Owen Crump

Writers: Leo Salkin, Richard Hobson, Nancy Pitt

Filmed at: Warner Brothers, Hollywood

Scientific Advisory Board: Dr. George W. Beadle, Nobel Prize Winner (Biology and Genetics)
Dr. John Z. Bowers (Medicine)
Dr. Paul Burkholder (Bacteriology and Microbiology)
Dr. Farrington Daniels (Chemistry)
Dr. Maurice Ewing (Geophysics and Marine Biology)
Dr. George R. Harrison (Physics)
The late Dr. Clyde Kluckhohn (Anthropology)
Dr. John R. Pierce (Electronics and Acoustics)
Dr. Warren Weaver (Mathematics; Vice chairman)
Dr. Ralph Bown (Engineering; chairman)

Sponsors: The Bell System.

Agency: N. W. Ayer and Son, Inc.

NBC Press representative: Leonard Meyers, New York.

-----O-----

NBC-New York, 1/17/62

2-X-H

NBC TRADE NEWS

January 18, 1962

UNPRECEDENTED SPONSORSHIP OF ACTUALITY PROGRAMMING
TERMED "QUIET REVOLUTION IN TELEVISION TODAY"
BY NBC'S DON DURGIN IN CINCINNATI TALK

The unprecedented sponsorship of actuality programming by advertisers was described as "the quiet revolution in television today" by Don Durgin, Vice President, NBC Television Network Sales, speaking before the Cincinnati Advertisers Club yesterday (Jan. 17).

Addressing the group of advertising executives in Cincinnati, Mr. Durgin said the "quiet revolution" evolved in three phases.

Mr. Durgin said the first phase began two years ago, when NBC, sensing a growing interest in news and actuality programming, scheduled additional news shows. Since that time, NBC-TV's presentation of regularly scheduled news programming increased from year to year from four to ten shows per week, to a current total of 26 individual broadcasts weekly.

Mr. Durgin said the second phase of the "revolution" occurred last year, when Gulf's "instant news specials" inaugurated a different form of "hard news" presentation and sponsorship pattern. Nearly 40 of these specials have been broadcast and presented by Gulf to date.

The third -- and most significant -- phase of the "quiet revolution," Mr. Durgin said, has been the increased audience and advertiser acceptance of a wide variety of news and actuality special programs. Sure indication of this, Mr. Durgin said, is the fact that of the actuality, non-fiction specials done by NBC News, and by

(more)

"Project 20" and Special Projects, approximately 50 of the 61 programs which will have been presented between October and May are sponsored, and of these, over 40 will have been sold on a single sponsor basis to over a dozen varied advertisers.

A salient point, Mr. Durgin noted, is that these actuality specials have been sold to over 20 different advertisers, and the bulk of the commercial utilization of these programs is for product, hard-sell commercials as opposed to so-called institutional or purely corporate messages which characterized the sponsorship of this kind of programming in radio and heretofore in TV.

Mr. Durgin also pointed out that the increasing sponsorship of "hard news" programming was itself confirmed as a major trend in 1961-62, explaining that NBC-TV, for example, has sponsors for all of its regularly scheduled news programs.

Mr. Durgin said, "Audience acceptance for actuality and hard news programming has been spectacular." He noted the fact that the "Huntley-Brinkley Report" now draws over 1,000,000 more homes per minute -- despite its early evening time period -- than the average evening program. Mr. Durgin referred to the current Nielsen report which shows the "Huntley-Brinkley Report" to lead, in average audience per minute, such programs as Jack Benny, "The Untouchables," "GE Theatre," and "Checkmate." The "Huntley-Brinkley Report" outrates, for example, every ABC program on Sunday and Tuesday nights, and every CBS program on Wednesday and Thursday nights, and also outrates over 80 other evening shows in this single report, he noted.

As one example of the increased interest in actuality programming, Mr. Durgin cited the NBC "Project 20" production, "The Story of Will Rogers," which was seen in more than 15 million homes and had

(more)

January 18, 1962

LAUNCHING OF SPACE VEHICLE IN ATTEMPT TO LAND SCIENTIFIC
INSTRUMENTS ON MOON JAN. 22 WILL BE COVERED LIVE
ON NBC TELEVISION AND RADIO NETWORKS

The launching of a space vehicle which will attempt to land scientific instruments on the moon, expected late Monday morning, Jan. 22, will be covered live on the NBC Television and Radio Networks.

A special NBC News program reporting on the results of the Project Ranger launching will be scheduled on the NBC-TV Network Monday night, if it is warranted by developments.

The space vehicle is expected to photograph the surface of the moon and will attempt to land instruments which will transmit back to earth data on moon quakes and the impact of meteors on the lunar surface during a 30-day period. Other instruments will measure radio-activity and record information on the moon's topography.

The coverage of the launching in Cape Canaveral will be handled by the same NBC News team which will report the Project Mercury man-in-orbit attempt expected Wednesday, Jan. 24.

-----O-----

NBC TELEVISION NETWORK NEWS

January 18, 1962

ROCKET AUTHORITY WILLY LEY WILL EVALUATE AMERICA'S FIRST MAN-IN-ORBIT FLIGHT FOR NBC NEWS' TV COVERAGE OF EVENT

Pioneer rocket authority Willy Ley will give his expert opinions and evaluation of America's first man-in-orbit flight as part of NBC News' TV coverage of the launch, now scheduled for Wednesday, Jan. 24.

Ley will be in Studio 8-H in New York with NBC News Correspondent Frank McGee, who will be anchorman for NBC-TV's live coverage of the Project Mercury man-shoot. The main NBC coverage of the flight of Marine Lt. Colonel John H. Glenn Jr. will be from Cape Canaveral, Fla., as previously announced. NBC News correspondent Roy Neal will report from Canaveral.

Ley will comment on the flight throughout the network's coverage of the launch, which could span several hours. NBC News is prepared to broadcast live coverage of the Project Mercury shot until Glenn is recovered.

-----O-----

NBC TELEVISION NETWORK NEWS

January 18, 1962

FILMED INTERVIEWS WITH ASTRONAUTS' NURSE AND HEAD OF RESCUE
OPERATIONS WILL BE PRESENTED IN NBC NEWS COVERAGE
OF MAN-IN-ORBIT LAUNCHING JAN. 24

Filmed interviews with the personal nurse of the seven American astronauts and with the head of the rescue operations for Project Mercury will be part of the NBC News coverage of the man-in-orbit space launching expected Wednesday, Jan. 24.

Lt. Dee O'Hara, whose assignment is responsibility for the health of Marine Lt. Col. John H. Glenn Jr. and the other six astronauts, was interviewed by NBC News correspondent Herb Kaplow. Glenn has been selected as prime astronaut for the launching Jan. 24.

Brig. General H. E. Cunningham, head of the world-wide rescue operation for Project Mercury, was also interviewed by Kaplow. General Cunningham has organized rescue teams which are stationed around the world and prepared to pick up Glenn should he land in any area other than the designated site in the Atlantic.

NBC News correspondents Roy Neal, Peter Hackes and Kaplow are now in Cape Canaveral filming other interviews and features to be broadcast during the NBC-TV coverage of America's first attempt to place a man in orbit.

-----O-----

NBC COLOR TELEVISION NEWS



January 18, 1962

FIRST COLOR BROADCAST OF 'CHET HUNTLEY REPORTING' WILL SHOW
CLOSEUP OF AN ERUPTING VOLCANO--AND ITS VIOLENCE

Closeup views of a volcano in eruption, with a wall of lava sweeping away villages and trees in its path, will be presented on NBC-TV's "Chet Huntley Reporting" Friday, Jan. 26, to be broadcast in color on this date only (10:30-11 p.m. EST).

The full-program feature will mark the first color broadcast in this series. Producer Reuven Frank said that the study of a volcano, focusing on Mount Kilauea on the island of Hawaii, would be presented as an instance in the continuing process of change in the earth's crust.

The film will show 14-foot walls of lava rolling down the side of Mount Kilauea, toppling houses and trees, sending up fountains of molten rock, and flowing into the sea -- all under a vast cloud of sulphurous smoke.

The program also will show how sugar cane, orchids and other vegetation has grown over the cooled streams of lava and how villages have been rebuilt since the eruptions of Mount Kilauea in 1959 and 1960. It will demonstrate the often dangerous work of scientists of the National Geological Services who have been studying volcanoes.

The color film was shot by cameraman Art Carter and by members of the National Geological Services.

-----O-----

NBC TELEVISION NETWORK NEWS

January 18, 1962

BOB HOPE'S THIRD AND FOURTH FULL-HOUR SPECIALS OF THE SEASON
SET BY NBC-TV FOR TUESDAY, FEB. 27, AND THURSDAY, MARCH 22

Bob Hope, television's top-rated comedian, will present his third and fourth special NBC-TV shows of this season Tuesday, Feb. 27 (9-10 p.m. EST) and Thursday, March 22 (8:30-9:30 p.m. EST), respectively. Guest stars for both programs will be announced.

The comedian's second special, "The Bob Hope Christmas Show," will be broadcast on NBC-TV Wednesday, Jan. 24 (9-10 p.m. EST). It was filmed at U. S. military outposts in the Arctic during Hope's annual overseas Yuletide tour. Guest stars for that program are Jayne Mansfield, Dorothy Provine, Anita Bryant, Jerry Colonna, "Miss World" (Rosemarie Frankland) and Les Brown and his orchestra.

Hope started this season -- his 12th on NBC-TV -- last Dec. 13 with a special show that was accorded the highest rating of any TV entertainment special this season. Since his TV debut in 1950, Hope has consistently attracted record audiences. He also has earned the distinction of being the "most traveled entertainer," covering more than 4,000,000 miles since May, 1941, when he began entertaining U. S. servicemen at home and abroad.

The United States Time Corporation will sponsor two-thirds of "The Bob Hope Show" Feb. 27 and one-half of the March 22 special. Agency for the sponsor is Warwick & Legler.

"The Bob Hope Show" on Feb. 27 will pre-empt "The Dick Powell Show" and on March 22, it will take the time period of "Dr. Kildare."

-----o-----

NBC COLOR TELEVISION NEWS



NICK CASTLE SIGNED AS CHOREOGRAPHER
OF 'DINAH SHORE SHOWS' ON NBC-TV

Nick Castle has been signed by producer George Schlatter as choreographer for the remainder of the season on NBC-TV's "Dinah Shore Show" color broadcasts.

Dinah next steps before the cameras Friday, Jan. 26 (9:30 to 10:30 p.m. EST) when the guests on her full-hour musical variety program will be Audrey Meadows, Peter Lind Hayes and Mary Healy, added attraction Steve Allen, and special guest Yves Montand, all previously announced.

Castle handled the choreography and dance direction on Dinah's opening show of the season last Fall and also on her most recent program last month.

Castle, a showbusiness veteran, has been dance director for many of Hollywood's top movie musicals, nightclub acts (including Dinah's) and TV variety shows.

* * *

SID DORFMAN, LAURENCE MARKS NAMED DINAH SHORE WRITERS

Sid Dorfman and Laurence Marks have been signed by producer George Schlatter as writers for NBC-TV's "Dinah Shore Show" color broadcasts.

Dorfman last season was the writer on Dinah's three European shows and also was producer of the "One Happy Family" TV series. Marks' credits include a forthcoming situation comedy series. He also wrote for NBC's Bob Hope and other stars.

-----o----- NBC-New York, 1/18/62

CREDITS FOR REPEAT COLOR BROADCAST OF OPERA 'DON GIOVANNI'

Title: "Don Giovanni" by Mozart

Program: NBC Opera Company

Time: Sunday, Jan. 28 (Repeat of NBC-TV Network color program, 2:30-5 p.m. EST).

Cast: Leontyne Price.....Donna Anna
Cesare Siepi.....Don Giovanni
Helen George.....Donna Elvira
Judith Raskin.....Zerlina
James Pease.....Leporello
Charles K. L. Davis...Don Ottavio
John Reardon.....Masetto
John Macurdy.....Commendator

CONDUCTOR.....PETER HERMAN ADLER

Story: Don Giovanni tries to force his attention on Donna Anna, who is betrothed to Don Ottavio. She resists and, in defending her, her father, the Commendator, is killed by Don Giovanni, who is masked. Donna Elvira foils the Don's attempt to woo the peasant girl Zerlina, who is to be married to Masetto. Elvira is a former flame of the Don, who still loves him. Finally, the Don is dragged down to Hell by the statue of the dead Commendator.

Producer: Samuel Chotzinoff

Director: Kirk Browning

Libretto: Lorenzo da Ponte

English Version: W. H. Auden and Chester Kallman

Designer: Don Shirley

Lighting: Alan Posage

Origination: NBC, via color videotape

NBC Press Representative: Leonard Meyers, New York

2-X-H

NBC TRADE NEWS

January 19, 1962

AMERICAN MOTORS BUYS COMPLETE SPONSORSHIP OF "AMERICAN IN ORBIT,"
NBC RADIO NETWORK'S COVERAGE OF ASTRONAUT GLENN'S SPACE VENTURE

American Motors has purchased complete sponsorship of "American in Orbit" the NBC Radio Network coverage of the U. S. A. attempt to place an astronaut in orbit, Wednesday, Jan. 24, it was announced today by William Fairbanks, Vice President, Sales, NBC Radio Network.

Russ Tornabene, producer of the radio coverage, said NBC News will cover the Project Mercury shot from 7 a.m., 30 minutes before launch time, until the astronaut, Marine Lt. Col. John H. Glenn Jr., has been recovered.

Glenn is expected to make three orbits which will take more than four hours.

The NBC Radio coverage will include all major events at Cape Canaveral on the date of the flight and feature NBC News correspondents Merrill Mueller and Jay Barbree at the scene.

NBC Radio will also carry two one-hour specials before and after the launch: "Prelude to Space" Tuesday, Jan. 23 (9:05 to 10 p.m. EST), a preview of the man-in-orbit attempt and its significance in the U. S. space program, and "America's Man in Space" Wednesday, Jan. 24 (9:05-10 p.m. EST), coverage of the flight, world reaction to it, and its meaning for the over-all space program.

The American Motors order was placed through Geyer, Morey, Madden & Ballard, Inc.

-----O-----

NBC TELEVISION NETWORK NEWS

January 19, 1962

MANY VISUAL AIDS AND A GROUP OF EXPERTS ON SPACE TOPICS
WILL BE IN NBC NEWS ORBIT CENTRAL DURING TV COVERAGE
OF THE MAN-IN-ORBIT FLIGHT SET FOR JAN. 24

A wide array of visual devices and a group of experts on rocketry, weather and other aspects of the man-in-orbit flight will be in NBC News Orbit Central as part of NBC-TV's coverage of the Project Mercury man-shoot scheduled for Wednesday, Jan. 24.

NBC News correspondent Frank McGee will be the anchorman for the orbital flight coverage, which could span several hours. With McGee in NBC News Orbit Central (Studio 8-H, New York) will be rocket authority Willy Ley; Harry F. Meiners, professor of physics at Rensselaer Polytechnic Institute, Troy, N. Y., and Dr. Frank Field, meteorologist.

Professor Meiners will operate and explain the "electronic planetarium" -- a device which illuminates a rotating globe of the Earth and projects a satellite, representing the capsule in which Marine Lt. Colonel John H. Glenn Jr. will attempt to orbit around the planet.

The satellite simulator, which was developed by Dr. Meiners and Guy Huse of his staff at R. P. I., provides a true representation of any satellite orbit. The time scale is adjustable. In a few seconds an orbit can be shown which would take 90 minutes or more in actual flight, or the exact time sequence of an orbit can be maintained.

Other visual aids in NBC News Orbit Central will include:

An Eidophor rear-screen TV projector. This device will project a live television picture from Cape Canaveral, Fla., on a large screen behind McGee allowing viewers to see at all times what is happening at Canaveral.

(more)

A large tracking map similar to the wall chart at Mercury Control at Canaveral showing the world-wide satellite-tracking network. The projected orbit of the Mercury capsule will also be indicated on the map.

A tracking station time chart. This will list the location of each tracking station along with a device that will calculate the local time at each station as the Mercury capsule passes over it.

A 10-foot model of the Mercury capsule with a model of the astronaut sitting in it.

A four-foot scale model of the Atlas missile and a smaller model of the Atlas with the capsule attached.

A working model of the tracking station radar towers.

A model of the radio command guidance system that will guide the Atlas missile.

A special elapsed-time clock mounted in front of McGee's desk to begin operating at the moment of lift-off.

Wire service teletype machines, and a device for receiving news pictures will also be in the studio.

Chet Hagan will produce NBC News' special coverage of the man-shoot.

-----o-----

NBC-New York, 1/19/62

January 19, 1962

THE MAJOR CONTROLS THE SWITCH FOR 'PROJECT MERCURY'

"This is the red switch that does it," the Major said.

The major was W. G. Hammond, Range Safety Officer for the Project Mercury orbit attempt set for Wednesday, Jan. 24. The switch could send an electric impulse to astronaut Lt. Colonel John H. Glenn Jr.'s Atlas missile and -- in an emergency -- destroy it. In a filmed interview with NBC News correspondent Roy Neal at Cape Canaveral, Maj. Hammond explained his role for Wednesday's launch.

"My job is to protect the people and property around the Cape. If the missile goes off course, I make the decision to push the button," Maj. Hammond explained, adding that in such an emergency Glenn's space capsule would first be blown clear and parachuted to earth.

Neal interviewed the Range Safety Officer in a building called Central Control in front of a control panel that will be used for Glenn's flight. This and many other interviews now being filmed at the Cape will be seen on NBC-TV's live coverage of the orbit attempt, which could extend over several hours. Gulf Oil Corp. is sponsoring the coverage.

-----O-----

EDITORS, PLEASE NOTE:

The launching of a space vehicle to land scientific instruments on the moon, previously expected late in the morning of Monday, Jan. 22, has been postponed by the National Aeronautics and Space Administration. NBC News' plans to cover the launching live on that date have therefore been cancelled.

NBC-New York, 1/19/62

NBC TELEVISION NETWORK NEWS

January 19, 1962

NBC NEWS TO TAPE FCC'S TV NETWORK PROGRAMMING HEARINGS IN ENTIRETY
TO OBTAIN EXCERPTS DEEMED MOST NEWSWORTHY FOR INCLUSION
IN 3 NBC-TV SPECIALS, 'TELEVISION AND THE FCC'

NBC News will tape the entire Federal Communications Commission hearings on television network programming in order to select what it considers the most newsworthy portions for presentation on three special programs, "Television and the FCC," on the NBC-TV Network.

Four television cameras will cover the proceedings in the Interstate Commerce Commission Building in Washington. The coverage will be transmitted directly to NBC's Washington studios where three tape machines will be used to record it. Newsmen monitoring the hearings will keep a minute-by-minute log as an aid in choosing the most significant parts.

The three programs, each a half-hour in length, will be broadcast Sunday, Jan. 28 at 6:30 p.m. EST, Sunday, Feb. 4 at 6:30 p.m. EST and Sunday, Feb. 11 at 5 p.m. EST. Each program will present the highlights of the previous week's testimony and questioning in the hearing sessions, in which representation of the three television networks will appear on successive weeks.

NBC News White House correspondent Ray Scherer will be anchor-man of the programs. William B. Monroe Jr., Director, NBC News, Washington, who will produce the coverage, said that, according to present plans, Scherer will appear on the Sunday broadcasts live from the empty hearing room.

A five-man news staff and a technical crew of 11 will be assigned to the special programs.

-----O-----

2 NBC RADIO PROGRAMS--'FAITH IN ACTION' AND 'GREAT CHOIRS OF AMERICA'--
RECEIVE CITATIONS FROM THE PROTESTANT EPISCOPAL CHURCH IN THE U.S.A.

The Protestant Episcopal Church in the U. S. A. has awarded citations of merit to NBC and two of its radio programs: "Faith in Action" and "Great Choirs of America."

Citations have been presented "in recognition and appreciation of coverage of special events, highlights and news as a public service during the Sixtieth General Convention of the Protestant Episcopal Church." The convention was held in Detroit Sept. 17-29, 1961. The Rev. Dana Forrest Kennedy, the Church's radio and television officer, made the presentations.

"Faith in Action" is broadcast Sundays at 8:15 a.m. EST (including WNBC), and "Great Choirs of America" Sundays at 8:05 a.m. EST (except WNBC). Florence Reif, supervisor of NBC Radio religious programs and educational features, produces both series.

-----O-----

NBC-New York, 1/19/62

CAST AND CREDITS FOR 'THE BOB HOPE CHRISTMAS SHOW'

WEDNESDAY, JAN. 24, ON THE NBC-TV NETWORK

Program: "The Bob Hope Christmas Show" presenting filmed highlights from Hope's recent Christmas tour of Newfoundland, Labrador, Baffin Island and Greenland entertaining American servicemen in remote military outposts.

Date and Time: NBC-TV Network, Wednesday, Jan. 24, 9-10 p.m. EST. (Hope's second comedy special of the season pre-empts "Perry Como's Kraft Music Hall" this date only).

Starring: Bob Hope, with guest stars Dorothy Provine, Anita Bryant, Jerry Colonna, "Miss World" (Rosemarie Frankland) and Les Brown and his Band of Renown.

Special Guest: Jayne Mansfield

Featuring: Peter Leeds and Sgt. George Dewey of the Goose Bay Air Force Base, Labrador.

Produced by: Jack Hope

Directed by: Jack Shea

Written by: Mort Lachman and Bill Larkin; John Rapp and Lester White; Charles Lee

Consultant: Norman Sullivan

Additional Material: Gig Henry

Choreography: Nick Castle

Associate Producer: Sil Caranchini

Art Director: E. Jay Krause

Costumes: Kate Drain Lawson

Director of Photography: Alan Stensvold, A. S. C.

Sponsor (and Agency): Chrysler Corporation (Leo Burnett Co. Inc.)

NBC Press Representatives: Bill Faith (Burbank); Al Cammann (New York)

-----o-----

NBC-New York, 1/19/62

January 22, 1962

BRISTOL-MYERS BUYS SPONSORSHIP IN 'BATTLE OF NEWBURGH'

The Bristol-Myers Company has purchased sponsorship in "The Battle of Newburgh," which will be presented as "NBC White Paper No. 9," it was announced today by John M. Otter, Director, Special Sales, NBC Television Network.

This intensive on-the-scene study of Newburgh, N. Y., and its controversial public welfare practices -- which reflect a national problem -- will be presented on the NBC-TV Network Sunday, Jan. 28 (10-11 p.m. EST). Chet Huntley is narrator of the "NBC White Paper" series.

Executive producer Irving Gitlin said that "our analysis of the Newburgh situation, we hope, will illuminate a problem which is basically similar to that of many other American cities." The program will investigate the extent and structure of public welfare aid in Newburgh and the relationship to slum areas, crime and other community problems. It will be based on exclusive material, including more than 25 hours of film footage.

"The Battle of Newburgh" will be produced by Al Wasserman, producer of seven previous programs in the "NBC White Paper" series, among them the award-winning "The U-2 Affair" and "Sit-In."

Bristol-Myers' order was placed through Young & Rubicam Inc.

-----O-----

BROADCASTERS ARE URGED TO HELP PUBLIC INTERPRET AND UNDERSTAND
NEWS IN ADDRESS BY NBC'S WILLIAM K. McDANIEL
BEFORE WISCONSIN ASSOCIATION

An appeal to broadcasters to help the American public interpret and understand the news was made today (Jan. 22) by William K. McDaniel, Executive Vice President, NBC Radio Network.

Mr. McDaniel appeared before the Wisconsin Broadcasters Association, in Milwaukee, to accept an award honoring the National Broadcasting Company on its 35th anniversary. Mr. McDaniel said, "Never before have Americans been so eager for news -- hometown news, regional news, national news and international news -- it is the direct responsibility of broadcasters to meet this public need for news."

Mr. McDaniel said that Americans, to act intelligently to preserve their freedom, must have immediate access to carefully accumulated and reported facts -- to truth. He cited the Biblical quotation, "the truth shall make you free," to emphasize his point.

Mr. McDaniel said the national rating services attest to interest in network news coverage. He said that national public acceptance of newsmen was now equal to that of any star of showbusiness.

"We can preserve our way of life only through an informed America," said Mr. McDaniel. "Such knowledge brings intelligent public action. It means confident and successful action. We must always bear this in mind, for this is what we can do for our country."

Mr. McDaniel also offered several humorous moments. Shortly after he began his address by alluding to "Wisconsin hospitality,"

(more)

2 - Mr. McDaniel

Mr. McDaniel was interrupted by an audio tape recording of Mel Allen and Kyle Rote. Mr. Rote, offensive captain of the New York Giants Football team which was recently defeated by Green Bay in the NFL Championship game, made many references to his experiences with Wisconsin hospitality. He said that his memories of Wisconsin, especially Green Bay, were "indelible." He added that he had been greeted with open arms there and had made many personal contacts with leading Green Bay citizens -- people with names like Hornung, Ringo, and Taylor.

-----O-----

NBC-New York, 1/22/62

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

January 22, 1962

BERNARD FRIZELL IS NAMED ACTING CHIEF OF NBC NEWS' PARIS BUREAU

John Rich, Barred from Paris Post by French Government,

Becomes Roving Correspondent Based in London

Bernard Frizell has been named acting chief of NBC News' Paris Bureau, it was announced today by William R. McAndrew, Executive Vice President, NBC News.

Frizell will replace John Rich, who has been barred by the French Government from returning to his post as chief of NBC News' Paris Bureau.

At the same time, Mr. McAndrew announced that Rich will be roving correspondent for NBC News, based in London.

Frizell has been head of the NBC News Bureau at Leopoldville, in the Congo, since he opened the office in May, 1961. Earlier, he had been a roving NBC News correspondent in Europe, where he covered stories in many of the countries of Europe and Africa. Before joining NBC News in December, 1960, Frizell was a correspondent in the Paris Bureau of Time-Life and also as writer for Time magazine in New York.

The National Broadcasting Company was notified Jan. 20 by the French Information Ministry that Rich could not return to France as a correspondent.

Rich, who has been in the U. S. on a speaking tour, was barred permanently because the French Government apparently objected to remarks Rich made in a speech at the National Press Club in Washington last Jan. 4. Rich was one of several NBC foreign correspondents who spoke there.

(more)

In that talk, Rich said that since returning to power three and a half years ago French President Charles de Gaulle "has managed to alienate just about everyone. Besides Washington, he has the French farmers angry at him; so are the butchers, the government workers, the right wingers, the left wingers, much of the press, and most dangerous of all -- the professionals in the French army."

Rich also said that when de Gaulle reaches agreement with the Moslem rebels in Algeria, the secret army and the European settlers will strike. "When the fighting starts," Rich said, "it is bound to spill over into France, and the prospect of civil war is very great -- especially if they manage at the same time to assassinate Charles de Gaulle."

On Jan. 19, when NBC learned that the French Government had barred Rich -- temporarily at that time -- from returning to his Paris post, Robert E. Kintner, President of NBC, sent a telegram to de Gaulle strongly protesting the action. Mr. Kintner declared in the message that Rich is "a responsible correspondent with extensive experience as a reporter and commentator" and that any comments he may have made "reflect his observations as a skilled reporter of developments in France and other countries."

Mr. Kintner also sent telegrams to President John F. Kennedy, Secretary of State Dean Rusk, and James Gavin, U. S. Ambassador to France, asking their aid in re-establishing Rich as NBC's Paris correspondent. Mr. Kintner also sent a telegram to French Ambassador Herve Alphand, in Washington, "vigorously" protesting the action of the French Government.

-----O-----

January 22, 1962

NBC-TV AND RADIO NETWORKS TO OFFER FULL, LIVE COVERAGE
OF FIRST U.S. MAN-IN-ORBIT ATTEMPT
- - -
Special Programs Also Are Scheduled

America's first attempt to rocket a man into orbit around the earth, which has been postponed from Wednesday, Jan. 24 to "no earlier than Saturday, Jan. 27" -- as announced by NASA -- will be covered live and in full on the NBC Television and Radio Networks.

A nighttime TV special, showing taped coverage of the launching and reporting on the flight, its meaning for future space exploration, and world-wide reaction to it, will be presented on NBC-TV Saturday, Jan. 27, at a time to be announced. (The program was previously scheduled for Wednesday, Jan. 24, 8:30 p.m. EST).

The coverage of the flight, under the overall title of "American in Orbit," will draw on an NBC News team of some 200 correspondents, editors, producers and technicians in locations from Cape Canaveral to New York and from Moscow to New Concord, Ohio, the former hometown of astronaut John H. Glenn, Jr.

About a half-hour before the launching, NBC News will start its live "American in Orbit" coverage, to be controlled in "NBC News Orbit Central" in New York. There, NBC News correspondent Frank McGee will serve as anchorman and will be assisted by a number of charts, models and other visual aids and by experts on space exploration and weather.

(more)

2 - Man-in-Orbit

NBC News is prepared to present continuous live coverage from before the lift-off of the Atlas space vehicle until after the recovery of the astronaut, who is scheduled to make from one to three orbits around the earth before landing in the Atlantic.

During the hours of the flight, NBC News will present reports from correspondents Roy Neal, Peter Hackes and Herb Kaplow at Cape Canaveral. In addition, it will draw on the all-network pool coverage at the Cape. (Besides its contribution of manpower and equipment to the pool, NBC News has a staff of 35 at Canaveral.)

There will also be audio reports from NBC News correspondents abroad on official and unofficial reaction to the American flight in London, Moscow, Paris and other foreign capitals. Live TV pickups will be broadcast from Glenn's former home-town in New Concord, Ohio and from his present home in Arlington, Va.

An NBC camera will be stationed in President Kennedy's office in the White House for a live broadcast of the President's telephone greetings to Glenn, who will be aboard one of three aircraft carriers after his recovery. The NBC pickup will be pooled and fed to the other television networks.

Other elements of the coverage will include a number of filmed and taped features on Project Mercury. Among them are interviews with key members of the space team, such as Lt. Dee O'Hara, the personal nurse of the U. S. astronauts, and Brig. General H. E. Cunningham, head of the world-wide rescue operation set for any emergency during Glenn's flight.

Full coverage of the space feat will also be presented on NBC Radio. This will include continuous live reporting on the flight and

(more)

3 - Man-in-Orbit

two special nighttime programs: "Prelude to Space" Friday, Jan. 26
(9:05-10 p.m. EST) and "America's Man in Space" Saturday, Jan. 27
(10:05-11 p.m. EST).

The television coverage will be produced by Chet Hagan. Jerry Jacobs is associate producer in New York and James Kitchell is director and associate producer at Cape Canaveral. The coverage will be sponsored by the Gulf Oil Corporation.

The NBC Radio coverage will be produced by Russ Tornabene. Merrill Mueller will be anchorman in Cape Canaveral and will be assisted by reporter Jay Barbree. The radio coverage will be sponsored by American Motors.

-----O-----

NBC-New York, 1/22/62

JOHN SMITH OF 'LARAMIE' IS KING OF WINTER CARNIVAL

John Smith, co-star of "Laramie," NBC-TV full-hour color series (Tuesdays 7:30-8:30 p.m. EST), has been chosen to reign as King of the St. Paul Winter Carnival. He will arrive in the Minnesota Capitol City Jan. 26 to receive his crown and scepter.

-----O-----

NBC-New York, 1/22/62

January 22, 1962

CROSBY-HOPE COMEDY, 'ROAD TO HONG KONG,' WILL PROVIDE THEME
FOR 'BIOGRAPHY OF A MOVIE' ON 'DU PONT SHOW OF THE WEEK'

A soon-to-be-released film comedy, "Road to Hong Kong," starring Bing Crosby and Bob Hope, will provide the theme for the "Biography of a Movie" Sunday, May 6 (10-11 p.m. EST) on NBC-TV's "Du Pont Show of the Week."

Described as a first television examination in depth of a motion picture release, "Biography of a Movie" will be produced by Wolper Productions Inc., with David L. Wolper as executive producer.

The broadcast will treat all phases of activity on "Road to Hong Kong," which also stars Dorothy Lamour and Joan Collins. It will trace the "life" of the movie from its inception on United Artists' drawing boards through its production and world premiere. The filmed NBC-TV presentation also will have segments made in Hollywood, London, Hong Kong and New York.

A narrator and added details and production credits for "Biography of a Movie" will be announced. "Du Pont Show of the Week" is sponsored by the Du Pont Company through Batten, Barton, Durstine & Osborn Inc.

-----o-----

January 23, 1962

CHRYSLER CORP. TO SPONSOR "ARTHUR FREED'S HOLLYWOOD MELODY,"
NBC-TV COLOR SPECIAL ON HISTORY OF MOVIE MUSICALS

"Arthur Freed's Hollywood Melody" -- an affectionate history of American musical motion pictures from 1929's "Broadway Melody" to today's filmed musical extravaganzas -- will be a special NBC-TV color broadcast Monday, March 19 (9-10 p.m. EST, pre-empting "87th Precinct" on this date only).

Sponsored by the Chrysler Corporation through Leo Burnett Company Inc., "Arthur Freed's Hollywood Melody" will have eight performing stars, three of whom will also serve as narrators. The list of stars (arranged alphabetically) follows:

Richard Chamberlain (title role star of NBC-TV's "Dr. Kildare" series), Nanette Fabray, Shirley Jones, Steve Lawrence, Yvette Mimieux, Juliet Prowse, David Rose and his orchestra, with special guest Donald O'Connor.

Narrators, in order of appearance, will be O'Connor, Chamberlain and Miss Fabray.

Distinguished composer and motion picture producer Arthur Freed will be executive producer of the program and will appear on-camera. Freed, called "the original Hollywood music man," has produced scores of hit motion picture musicals -- five of which, ranging from

(more)

2 - "Arthur Freed's Hollywood Melody"

"Strike up the Band" (1940) to "Gigi" (1958), have won Academy Awards. In addition, he has composed songs for motion pictures that have had lasting popularity.

"Arthur Freed's Hollywood Melody" will be produced and directed by NBC-TV's Alan Handley and written by Stanley Roberts, with Tony Charmoli as choreographer and Lillie Messinger as associate producer. It will be taped in NBC's Burbank, Calif., Color Studios beginning Feb. 25. The program was developed by Lester Gottlieb, Vice President, Entertainment Specials, for NBC.

A native of Charleston, S. C., Freed arrived in Hollywood in the decade after the sound track had revolutionized the motion picture industry. In addition to "Strike up the Band" and "Gigi," his Academy Award-winning films include "The Harvey Girls" (1946), "Easter Parade" (1948) and "An American in Paris" (1951). In 1951 he also won the Irving Thalberg Memorial Award and was made a Chevalier of the Legion of Honor by the French Government for his musical contributions to Franco-American friendship.

A few of his many song compositions (all for motion pictures) include "Temptation," "Broadway Melody," "Pagan Love Song," "Singin' in the Rain," "It's Always Fair Weather," "The Band Wagon" and "Wedding of the Painted Doll." A partial list of Freed's screen productions includes "Meet Me in St. Louis," "On the Town," "Singin' in the Rain," "Invitation to the Dance," "Silk Stockings," "Lady Be Good," "Panama Hattie," "Cabin in the Sky," "For Me and My Gal," "Best Foot Forward," "Girl Crazy," "Words and Music," "The Barkleys of Broadway," "Take Me out to the Ballgame," "Annie Get Your Gun," "Showboat," "Kismet" and "Brigadoon."

-----O-----

NBC-New York, 1/23/62

January 23, 1962

'HAM' STATIONS OF TWO NBC ENGINEERS ARE EXPECTED
TO PLAY A PART TUNING-IN ASTRONAUT FROM SPACE

When the capsule of astronaut John B. Glenn Jr. soars from Cape Canaveral into outer space, two of NBC's "hams" will be working in a 40-foot house trailer at the Cape press site recording Glenn's voice.

The "hams" are Bob Higgins and Harry Grelck, known in radio circles as W2IXU and W2DZR respectively. When not "hamming," the two are engineers for NBC Radio.

"We hope to pick up the capsule from launch until he's beyond the horizon," said Higgins, "and this should last about five minutes."

As Glenn orbits the earth, he will pass over the Canaveral area. "We expect to hear him when he's five minutes to the West of us until he passes beyond the horizon to the East," said Grelck.

To pick up the capsule, Higgins and Grelck have devised two elaborate antennas and "low noise" receivers.

One antenna, with many aluminum offshoots, is mounted above their trailer. The other resembles a science-fiction spacegun and is pointed at the launch pad.

Higgins explained the "low noise" receivers: "The noise generated from the tubes in a normal set while it operates is louder than the signal we'll receive from space. So we built our receivers with special 'low noise' tubes and a special high sensitivity antenna."

The National Aeronautics and Space Administration has requested all networks to broadcast Glenn's voice only on a delayed basis, respecting any NASA deletions. Thus, NBC's "ham" set up will be receiving Glenn live but broadcasting his recordings after NASA clearance.

-----O-----

NBC-TV AND RADIO TO COVER MOON-SHOOT LIVE

The launching of a space craft that will attempt to land scientific instruments on the moon -- now expected to take place at Cape Canaveral late this week -- will be covered live by the NBC Television and Radio Networks.

The Ranger III missile is designed to photograph the surface of the moon and land instruments that will transmit information on moon quakes and the impact of meteors on the lunar surface.

The launching was postponed from the previously announced date of Jan. 22.

NBC-New York, 1/23/62

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

January 23, 1962

WNBC-TV, WNBC RADIO AND NBC NEWS SHARE PUBLIC RELATIONS AWARD
FOR COVERAGE OF THE NEW JERSEY ELECTIONS

WNBC-TV, WNBC Radio and NBC News today (Jan. 23) received the Public Relations Society of America Award presented by the New Jersey Chapter for the NBC coverage of the New Jersey elections, broadcast Nov. 7, 1961.

The citation, presented by Governor Richard J. Hughes of New Jersey at a special Public Relations Society of America Awards Luncheon in Newark, N. J., was accepted for NBC's New York flagship stations by WNBC-TV station manager Peter M. Affe.

The award reads: "To WNBC -- WNBC-TV and NBC News...for the National Broadcasting Company's full and comprehensive coverage of the highly important election in New Jersey. Through the use of new electronic calculators, careful planning and efficient use of network facilities they provided a continuing and outstanding public service."

On Election Night, Tuesday, Nov. 7, NBC News provided metropolitan area viewers with the most comprehensive election coverage ever accorded a local contest, as WNBC-TV and WNBC Radio provided up-to-the-minute figures for more than four continuous hours. Beginning at 7 p.m. EST a news team headed by Chet Huntley posted election results that were far ahead of other major networks and news services.

Under the general supervision of William R. McAndrew, Executive Vice President, NBC News, the coverage included numerous reports from NBC News correspondents at various remote locations. From Newark, at

(more)

gubernatorial candidate James P. Mitchell's headquarters, NBC News' Joseph Michaels interviewed Sen. Clifford Case.

NBC News' Edwin Newman set the stage for the extremely tight New Jersey race when at 8:30 p.m. EST he observed: "There are signs of a possible upset in New Jersey."

Some 350 persons took part in presenting the NBC News election coverage, the most extensive news operation ever used to cover a local election. The program emanated from the mammoth studio 8H under the direction of executive producer Elmer W. Lower, Director, News and Public Affairs.

On WNBC Radio the election coverage was produced by Russ Tornabene and featured correspondents Morgan Beatty and Leon Pearson. Television coverage was produced by Reuven Frank, with Robert Priaulx directing.

The complete Election Night coverage was sponsored on television by the Chemical Bank New York Trust Company, with York Cigarettes and Chicken-of-the-Sea Tuna sharing radio sponsorship.

-----O-----

NBC-New York, 1/23/62

NBC TELEVISION NETWORK NEWS

January 23, 1962

RELATIONSHIP OF WEATHER AND FIRST U.S. MAN-IN-ORBIT ATTEMPT TO BE EXPLAINED BY WNBC-TV METEOROLOGIST FRANK FIELD DURING NBC NEWS' TV COVERAGE OF LAUNCH

The dual relationship between weather and America's first man-in-orbit flight will be explained by Dr. Frank Field, WNBC-TV meteorologist, as part of NBC News' TV coverage of the launch, now scheduled for "no earlier than Saturday, Jan. 27" -- as announced by NASA.

Dr. Field and a guest meteorologist from the New York office of the U. S. Weather Bureau will be in NBC News Orbit Central (Studio 8-H in New York) with NBC News correspondent Frank McGee, anchorman of the live television coverage. They will discuss the extensive operations of the Project Mercury Weather Support Group over the past months, showing how vital weather information was obtained around the world and how it figured in the overall plans for the space flight. A key problem in the planning was the need for good weather at various possible emergency landing points.

Once Marine Lt. Colonel John H. Glenn Jr. is about 12 miles above the earth, his flight will not be affected by weather. One of his chief duties, however, will be to provide weather information that has not been obtainable through other sources. Dr. Field will explain what weathermen hope to learn from the orbital flight.

Weather charts and photographs will be used to illustrate Dr. Field's periodic reports covering the liftoff, the flight and the recovery of the space capsule.

-----O-----

NBC TELEVISION NETWORK NEWS

January 23, 1962

'PUREX SPECIAL FOR WOMEN' TO OFFER STUDY OF 'THE INDISCRIMINATE WOMAN,'
PERSON WHO ATTEMPTS ESCAPE FROM INNER CONFLICTS VIA FLEETING AFFAIRS

"The Indiscriminate Woman," a sympathetic study of the plight of the individual who attempts escape from inner conflicts by engaging in fleeting affairs, will be the Thursday, Feb. 15 "Purex Special for Women" on NBC-TV (3-4 p.m. EST).

Written and directed by Will Lorin, "The Indiscriminate Woman" will treat the problem of the woman who attempts to find solace and escape from her own self-doubts via an escape mechanism similar in its workings to alcoholism or drug addiction.

The study will show the futility of this escape by presenting a case study of an indiscriminate woman who runs into the condemnation of society, and who realizes she must choose between her destructive behavior patterns and the sincere love of an understanding man.

"The Indiscriminate Woman," one of the series sponsored by the Purex Corporation, will be produced by George Lefferts.

-----O-----

NBC RADIO NETWORK PROGRAM

PRESIDENT KENNEDY NEWS CONFERENCE JAN. 24
ON NBC'S TELEVISION AND RADIO NETWORKS

President Kennedy's news conference Wednesday,
Jan. 24, will be recorded and broadcast the same day on
the NBC-TV Network at 5 p.m. EST and on the NBC Radio
Network at 5:05 p.m. EST.

NBC-New York, 1/23/62

January 24, 1962

MORE THAN \$6,500,000 IN NEW AND RENEWED SALES REPORTED
BY NBC RADIO NETWORK FOR 5-MONTH PERIOD ENDING JAN. 1

More than \$6,500,000 in new and renewed sales has been reported by the NBC Radio Network for the five-month period between Aug. 1, 1961 and Jan. 1, 1962, it was announced today by William K. McDaniel, Executive Vice President, NBC Radio Network.

Mr. McDaniel said that this was a net figure -- after all discounts.

"This tremendous rate of sales has enabled NBC Radio to make its greatest profit since 1952," Mr. McDaniel said. "Our 1961 profit was substantially ahead of 1960, which was also a year of black ink."

Fifty-two advertisers sponsoring nearly 10,000 commercial announcements on the network were included in this impressive sales volume. Mr. McDaniel said that this is a strong indication that network radio has increasingly become a medium that provides the advertiser the most frequent exposure to a national audience.

-----O-----

January 24, 1962

SCRIPTO, IN FIRST PARTICIPATION IN A TV NETWORK SPECIAL,
BUYS ONE-THIRD SPONSORSHIP IN 'BOB HOPE SHOW'

Scripto Inc. -- in its first participation in a television network special program since 1952 -- has purchased one-third sponsorship in "The Bob Hope Show" on NBC-TV Tuesday, Feb. 27 (9-10 p.m. EST) it was announced today by John M. Otter, Director, Special Program Sales, NBC Television Network.

The Scripto purchase completes sponsorship of Bob Hope's third entertainment special of this season. The Timex Corp. will sponsor two-thirds of the program, as previously announced.

The Scripto order was placed through McCann-Marschalk Co., Inc.

-----O-----



January 24, 1962

CHET HUNTLEY WILL EXAMINE PROBLEMS AND PROMISE
OF AMERICAN FARMS IN SPECIAL COLOR PROGRAM

"The Land," a special color program in which Chet Huntley will examine the problems and promise of the American farm, will be presented on the NBC-TV Network Tuesday, March 13 (10-11 p.m. EST).

"One of the problems is seen in the abandoned farmsteads, their owners forced to leave not by hunger but by plenty, driven from the land by a vast technological revolution," Huntley said. "Part of the promise is seen in the farmers harvesting 12-foot stalks of hybrid milo, a plant not even known 20 years ago, providing enough food to feed enough cattle to produce enough meat to feed an entire nation with an expanding population -- and more.

"The face of rural America is changing -- including the small towns so much a part of our individual and national youth. The quaint, prosperous country village of the magazine cover is even now a statistical oddity."

"The Land" will be produced by Reuven Frank. It is one of four NBC News specials sponsored by the Westinghouse Electric Corporation. The first was "The Many Faces of Spain" with Chet Huntley, and the second is "Our Man in Vienna" with David Brinkley to be presented tonight (Jan. 24, 10-11 p.m. EST).

(more)

"The Land" will examine a number of small towns, including many that are losing population rapidly, others that are holding their own and a few that are prospering. The towns include Dunlap, West Moreland and Lyons, all in Kansas.

One sequence will report on the problems of a farmer trying to make a living with 160 acres of land, which were once ample to support a family. Another will show the investment in land and equipment of a man who farms 1,000 acres. There will also be coverage of the auctioning of a farm whose owner is leaving the land to work in the city.

The program will report on agricultural research, including that conducted at Kansas State University and the University of Nebraska. It will show that research has been a major factor in the growth of agricultural production and the drop in the American farm population from 50 percent to 15 percent of the total.

-----O-----

NBC-New York, 1/24/62

NBC TELEVISION NETWORK NEWS

January 24, 1962

'TODAY' SHOW TO BROADCAST ON A SATURDAY FOR FIRST TIME
IF MAN-IN-ORBIT FLIGHT TAKES PLACE JAN. 27

Broadcasting on a Saturday for the first time in its 10-year history, NBC-TV's "Today" show will present a special program Jan. 27, starting at 6:30 a.m. EST, if America's first man-in-orbit flight takes place on that date.

The "Today" show is usually presented Monday through Friday from 7 to 9 a.m. EST.

"Today" host John Chancellor and Frank Blair will be in the studio in New York for the special program, which will report on preparations for the orbital flight of Marine Lt. Colonel John H. Glenn Jr. "Today's" programming also will include a live pickup from Cape Canaveral at 7 a.m. EST. The special program will continue until 9 a.m. EST.

NBC News is prepared to present live TV and radio coverage of the flight, under the overall title of "American in Orbit," starting about one-half hour before the launching of the Atlas space vehicle and continuing until recovery of the astronaut.

-----O-----

NBC TELEVISION NETWORK NEWS

January 24, 1962

TWO YOUNG LADIES FROM FORDHAM WILL FACE TWO WEST POINTERS
IN PREMIERE 'CHAMPIONSHIP DEBATE' ON U.S. AID TO SCHOOLS

Two young ladies from Fordham University's School of Education debate team will oppose two cadets from the United States Military Academy on the premiere of NBC-TV's "Championship Debate" program Saturday, Feb. 3 (12:30-1 p.m. EST).

Dr. James McBath, Associate Professor of Speech at the University of Southern California and President of the American Forensic Association, will be moderator for the new debate series. The programs will originate live from New York.

The topic for the opening debate is: "Resolved: The Federal Government should provide more financial assistance to elementary and secondary public schools."

Taking the affirmative will be West Point cadets Robert J. Almassy, 19, of Flint, Mich., and Jay J. McClatchey, 21, of Tucson, Ariz. Taking the negative will be the Fordham team represented by Mary Kenny, 20, of New York City, and Ann Cheevers, 20, of Yonkers, N.Y.

Each debate will open with a $4\frac{1}{2}$ -minute statement of the affirmative case. The affirmative speaker will then undergo a 4-minute cross-examination by one of the members of the negative team while the other member prepares the negative case. The next $4\frac{1}{2}$ -minute segment will be devoted to the negative argument. A 4-minute segment will then be allotted to the affirmative side for cross-examination. Each side will have a $2\frac{1}{2}$ -minute period for summary and rebuttal.

(more)

2 - 'Championship Debate'

Three debate coaches selected by the American Forensic Association will determine the winning team. A cash donation of \$500 and \$250 will be made to the colleges represented by the winning and losing team, respectively. Each student debater will receive a set of the Encyclopedia Britannica.

Sixteen top debate teams from different parts of the country, designated by the American Forensic Association, will compete during the first eight weeks on "Championship Debate." The winners of these matches will then return to compete in four quarter-final debates. The winners of these contests will then compete in two semi-final debates. A "final" match will decide the national television debate championship.

"Championship Debate" is a presentation of NBC News and Public Affairs in association with the American Forensic Association and the American Student Foundation.

-----O-----

NBC-New York, 1/24/62

NBC COLOR TELEVISION NEWS



January 24, 1962

NBC-TV'S "SHARI LEWIS SHOW" WINS "BEST VARIETY PROGRAM" AWARD
OF SECOND INTERNATIONAL TELEVISION FESTIVAL AT MONTE CARLO

"The Shari Lewis Show" has been named winner of a Gold Nymph Award for "The Best Variety Program" by the International Jury of the Second International Television Festival at Monte Carlo.

A total of 62 television programs from 15 countries were entered in the competition, held under the aegis of the government of Monaco. Outstanding personalities who have contributed to the creative arts and the entertainment world comprised the jury for the Festival.

"The Shari Lewis Show," starring the petite, red-haired ventriloquist, her unique puppet personalities and occasional guest stars, is broadcast in color on the NBC-TV Network Saturdays from 10 to 10:30 a.m. EST.

January 25, 1962

NEW PARTICIPATION ORDERS FROM FIVE NATIONAL ADVERTISERS
ANNOUNCED FOR NBC-TV'S "SATURDAY NIGHT AT THE MOVIES"

NBC-TV's "Saturday Night at the Movies" -- with new orders from five national advertisers -- continues the momentum it generated among sponsors since its debut last September, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

New participations in "Saturday Night at the Movies" (Saturdays, 9 p.m. to conclusion, EST) for the second half of the television season have been purchased by: Bulova Watch Co. Inc., International Latex Corp., Weco Products Co., Bissell Inc., and Polk-Miller Products Corp.

"Saturday Night at the Movies" presents -- for the first time on network television -- full-length, uncut, post-1950 major motion pictures. Appearing on "Saturday Night at the Movies" during the second half of the season will be such leading Hollywood stars as Marilyn Monroe, Cary Grant, Richard Widmark, Susan Hayward, Clifton Webb, Ray Milland, James Stewart, Marlene Dietrich and Orson Welles.

The Bulova order was placed through Sullivan, Stauffer, Colwell & Bayles Inc., the International Latex order through Reach, McClinton & Co. Inc., and the Weco Products order through J. Walter Thompson Co. The Bissell and Polk-Miller orders were placed through N. W. Ayer & Son Inc.

-----O-----

M THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

January 25, 1962

NBC NEWS TEAM IS SET FOR LIVE TV AND RADIO COVERAGE
OF MOON SHOOT AND MAN-IN-ORBIT FLIGHT

The launching of the Ranger III missile designed to land scientific instruments on the moon, now expected Friday afternoon, Jan. 26, will be covered live on the NBC Television and Radio Networks.

The same NBC News team that will cover the man-in-orbit launching scheduled for Saturday, Jan. 27, will provide the coverage of the moon shoot from Cape Canaveral.

NBC television and radio programming will be interrupted Friday afternoon for live coverage of the Ranger launching, expected between 3:25 p.m. and 4:47 p.m. EST. If the launching is postponed to Saturday, it will be scheduled between 4:14 p.m. and 5:35 p.m. EST.

The Ranger III is intended to photograph the surface of the moon and to land instruments that will transmit information on moon quakes, the impact of meteors on the lunar surface and other data.

NBC News cameramen have already shot more than 12,000 feet of filmed interviews with more than a score of military and space officials who have a direct hand in the orbital flight attempt of Lt. Col. John H. Glenn Jr.

NBC broadcast the first live report from the Cape Canaveral press site today (Thursday, Jan. 25) on the "Today" show. NBC News correspondent Peter Hackes, speaking from a platform at the site, explained some of the final preparations being made for the orbital flight. Viewers saw the huge Atlas missile on its launch pad.

(more)

2 - Moon Shoot and Orbital Flight

NBC's TV and radio coverage of Project Mercury will be live from lift-off through the recovery of the space capsule.

* * *

NBC News correspondent Roy Neal says one of the eye-catchers along missile row at the Cape is a tall, slender object which few tourists can identify as any of the modern missiles. The reason: It is a lighthouse.

* * *

Jay Barbree, NBC News correspondent at Cocoa Beach, Fla., has covered more than 500 missile launchings since 1958. Barbree, who lives year-'round in Cocoa Beach, has become known as the dean of space correspondents covering the Cape. He is 28 years old.

-----O-----

NBC-New York, 1/25/62

NBC TELEVISION NETWORK NEWS

January 25, 1962

THERE'S A LOT GOING ON ABOUT COMING OUT

NBC NEWS SPECIAL, "DEBUTANTE '62," WILL TAKE COMPREHENSIVE LOOK AT THE U.S. INSTITUTION OF INTRODUCING YOUNG LADIES TO SOCIETY

A TV special for the first time will take a close look at the unique American institution of "debutantism" -- past and present -- on the full-hour NBC News program, "Debutante '62," Friday, Feb. 9 (9:30 p.m. EST).

Cornelia Otis Skinner will be on-camera hostess and narrator of the filmed program, which will be sponsored by Clairol Inc.

"Debutante '62" will trace the development of the coming-out party in America from the Philadelphia Assembly, founded in 1748, to the present, including elaborate parties of Barbara Hutton and Brenda Frazier.

"Debutante '62" will take viewers behind the scenes of one of country's major debutante balls, the Idlewild Ball in Dallas, Tex. The program will follow pretty Patricia Lubben, the city's top debutante, through the behind-the-scenes activities preceding her debut at the affair earlier this Winter. Charles Pierce Jr., president of the Idlewild Club, will discuss the club's history briefly.

The program also will visit one of the country's most elaborate social events, the Veiled Prophet Ball in St. Louis. Here, debutante Marie Anne Baldwin will be seen as she is crowned "Queen" by the mysterious "Veiled Prophet."

The Halloween Ball at Atlanta's Piedmont Driving Club where tradition is strong and the Debutante Cotillion and Thanksgiving Ball at

(more)

Washington, D. C., which has a more inclusive and casual approach to "debutantism," also will be included on the program.

Though parties are a big part of debutante activities, there is also a serious side. Some 90 per cent of all debutante balls are given for the benefit of a hospital or medical fund. And many debbs also give time to charitable activities. Charlotte Colket, of Philadelphia, will be seen working as a volunteer at the Children's Hospital of Philadelphia and will describe her activities. Also seen on the program will be April and Alison Donald, both volunteers at Chicago's Passavant Hospital. Their grandmother founded that city's Passavant Ball.

The special program will take viewers behind-the-scenes of New York society as it visits one of the city's oldest private dancing classes presided over by Mrs. William De Rham (where tomorrow's debbs first enter the social world). There will also be a stop at the offices of Chapin and Palmer (social secretaries, who organize many debutante activities) for a talk with Miss Catherine Palmer.

Since no ball is complete without music, "Debutante '62" will visit America's best-known society musician, Meyer Davis. His many orchestras play almost every night during the season, offering continuous music with the "society beat."

-----O-----

NBC-New York, 1/25/62

CORRECTION, PLEASE FOR FEB. 15 'PUREX SPECIAL FOR WOMEN'

The author credit for "The Indiscriminate Woman," the Thursday, Feb. 15 "Purex Special for Women" (NBC-TV, 3-4 p.m. EST) should read George Lefferts, rather than Will Lorin, as previously announced. Lefferts is also producer of the series. The director for the Feb. 15 special is Lela Swift.

NBC-New York, 1/25/62

CREDITS FOR PALM SPRINGS GOLF CLASSIC COVERAGE ON NBC-TV

Date and Time: NBC-TV Network, Sunday, Feb. 4, 4:30 to 5:30 p.m. EST.

Program Summary: Play at the final three holes of the third annual Palm Springs Golf Classic at Bermuda Dunes Country Club in California. Seven TV cameras will be used for the coverage.

Facts on Course: Bermuda Dunes is 7,010-yard, par 72 course. Holes being televised are:
No. 16 -- 435 yards, par 4.
No. 17 -- 215 yards, par 3.
No. 18 -- 520 yards, par 5.

Commentators: Chick Hearn at 16th hole, Lindsey Nelson at 17th hole, Bud Palmer at 18th hole.

Producer: Perry Smith.

Director: Harry Coyle.

Sponsor: Wilson Sporting Goods Company.

Agency: Campbell-Mithun Inc.

NBC Press Representatives: Bob Goldwater (New York) and Doug Duitsman (Hollywood).

-----o-----

NBC-New York, 1/24/62

CAST AND CREDITS FOR 'THE FORGERY,' COLOR DRAMA ON NBC-TV

Title:	"The Forgery" on "Du Pont Show of the Week"
Time:	NBC-TV Network color broadcast <u>Sunday</u> , Feb. 4 (10-11 p.m. EST).
Starring:	Arthur Kennedy
With Special Guest Star:	Arnold Marle
Produced by	Lewis Freedman
Directed by	Jack Smight
Adapted for TV by	Gordon Russell (from the play, "Master- piece," which he wrote in collaboration with Larry Ward)
Associate Producer:	James Ambandos
Associate Director:	Robert Hopkins
Set Designer:	Robert Wightman
Unit Manager:	Budd Wilds
Technical Director:	O. Tamburri
Lighting Director:	Alan Posage
Casting Director:	Rick Kelly
Special Effects:	Richard Aimone
Make-up:	Bob Philippe
Music Selection:	Phebe Haas
Production Associate:	Wendy Sanford
Audio:	Jim Blaney
Stage Managers:	Sam Kirschman and Shelley Schwartz
Origination:	NBC Color Studios, Brooklyn, N.Y., on tape
NBC Press Representative:	Charlie Gregg, New York
Sponsor:	The Du Pont Company
Agency:	Batten, Barton, Durstine & Osborn Inc.

* * *

THE CAST

(in order of appearance)

Arthur Kennedy.....	as Han Maasdijk, a painter
Robert Burr.....	as Police Commissioner Stryker
Thayer David.....	as Gerard Wolters, director of the Boyman's Museum
John Abbott.....	as Vanderkamp, an art critic
Gaby Rodgers.....	as Maasdijk's wife, Marie
Arnold Marle.....	as the distinguished art authority, Dr. Adriaan Braedeker
Fred J. Scollay....	as Kluwer, the prosecuting attorney
Vincent Gardenia...	as Ruyter, the defense attorney
Steven Chase.....	as Judge Strengtholt
Ian Wolfe.....	as Jansen, an art expert
George Ebeling.....	as Dr. Cormier, a scientist attached to the Belgian State Museum

* * *

(more)

THE STORY AND SETTING

"The Forgery" is inspired by the 1947 trial in Amsterdam, Holland, of Han van Meegeren, a Dutch painter whom Scotland Yard called "the greatest art forger of all time." Art collectors and experts almost without exception hold that van Meegeren was a master of his craft. Yet he died penniless in jail after forging a series of "masterpieces" that fetched him nearly \$3,000,000. One of these van Meegeren sold to Nazi Field Marshal Hermann Goering. Accused of collaboration, van Meegeren confessed to having forged "the old masters." The admission caused an international art uproar. During his trial (for a lesser charge of forgery), the Dutch people -- delighted that all of the experts had been fooled -- made of him a cause celebre and one of the most popular people in the country. Although convicted (he died before he could complete the one-year sentence), van Meegeren has remained a symbol of the art experts' fallibility.

-----O-----

NBC-New York, 1/25/62

January 25, 1962

JAN MURRAY--HE LEFT HIGH SCHOOL FOR JOB IN THE 1930s--
WILL RECEIVE DIPLOMA IN TRIBUTE FROM ALMA MATER

Jan Murray, star of his own daytime color series on NBC-TV, will be awarded an "honorary diploma" from his alma mater, De Witt Clinton High School in The Bronx, N. Y., for his "contribution to society and meritorious service as an entertainer over the years."

The presentation will be made by Walter J. Degnan, the principal, during the school's mid-year graduation ceremonies Jan. 30. Murray then will address the graduating class.

The Bronx-born comedian attended De Witt Clinton in the 1930s, but had to leave during his junior year -- when he was named "class comedian" -- because of his family's financial circumstances. He started working soon after and got his first job, at \$2 a week, as social director for a resort hotel in the Catskill Mountains -- the start of a career.

(The "Jan Murray Show" color series is presented Mondays through Fridays, 2-2:25 p.m. EST.)

-----O-----

January 26, 1962

BULOVA WATCH COMPANY PURCHASES SPONSORSHIP
IN SIX NBC-TV NETWORK NIGHTTIME PROGRAMS

The Bulova Watch Company has purchased sponsorship in six NBC-TV nighttime programs, it was announced today by Don Durgin, Vice President, Television Network Sales.

Bulova ordered participations in "Saturday Night at the Movies," "Outlaws," "Laramie," "Robert Taylor's Detectives," "International Showtime" and "87th Precinct."

Mr. Durgin said that Bulova's buy assures the company varied exposure five evenings a week on NBC-TV's highly successful nighttime schedule.

The order was placed through Sullivan, Stauffer, Colwell and Bayles Inc.

-----O-----

NBC TELEVISION NETWORK NEWS

DAVID BRINKLEY (COMMENTATOR) AND HIS 'JOURNAL' (NEW PROGRAM IDEA)
VOTED 'BEST' IN THOSE CATEGORIES AS NBC-TV SWEEPS 14 FIRST PLACES
--MORE THAN OTHER NETWORKS COMBINED--IN RADIO-TV DAILY AWARDS

FOR NATIONAL RELEASE 7 P.M., SUNDAY, JAN. 28, OR THEREAFTER

David Brinkley of NBC News was named "Commentator of the Year" and his program, "David Brinkley's Journal," was voted "Best New Program Idea" as the NBC Television Network swept first place in 14 TV categories -- more than the other networks combined -- in Radio-Television Daily's 20th annual All-American Awards.

Two other NBC-TV programs, "Sing Along with Mitch" and "The Bob Newhart Show," won more than two first-place awards. "Sing Along with Mitch" was named "Musical Show of the Year," host Mitch Miller was voted "Television Man of the Year," and star Leslie Uggams was selected as "Female Vocalist of the Year." Mitch Miller also won in the "Best Orchestra of the Year" category. "The Bob Newhart Show" was voted "Comedy Show of the Year" and its star was named "Most Promising New Male Talent."

For the sixth consecutive year, NBC-TV's Dinah Shore was voted "Television Woman of the Year," a record (according to Charles A. Alicoate, publisher of Radio-Television Daily) "unequaled by any other female video personality."

Perry Como, star of "Perry Como's Kraft Music Hall," was voted "Male Vocalist of the Year" for the eighth consecutive time -- making Como, according to Alicoate, "the all-time champ of the All-American Awards."

(more)

2 - Awards

NBC sports commentator Lindsey Nelson swept both radio and television first place awards as "Sportscaster of the Year."

"Walt Disney's Wonderful World of Color" was selected as "Color Program of the Year" and another new NBC-TV program, "The Dick Powell Show," was named "Best Filmed Series."

NBC-TV's high-rated Western color series, "Bonanza," starring Lorne Greene, Dan Blocker, Michael Landon and Pernell Roberts, was selected "Western Show of the Year."

There were 422 radio and television critics, feature writers and editors participating in the selection of the 1961 Radio-Television Daily winners.

-----O-----

NBC-New York, 1/26/62

NBC TELEVISION NETWORK NEWS

January 26, 1962

Attention, Sports Editors

ACCENT ON GOLF - - - NBC-TV to Cover Windup of 4 Major Tournaments
--

Golf assumes added prominence in the NBC-TV sports schedule during the next five months when the windup of four major golf tournaments will be covered by the NBC Television Network.

The four tourneys are the previously announced Palm Springs Golf Classic Sunday, Feb. 4, the Tournament of Champions Sunday, May 6, the Thunderbird Classic Invitational Sunday, June 10, and golf's number one classic, the National Open Golf Championship, Saturday, June 16.

Coverage of these tournaments along with NBC-TV's Saturday afternoon "All-Star Golf" color series increases NBC's network leadership in the presentation of championship golf, said NBC Sports Director Tom S. Gallery.

Site of the third annual Palm Springs Classic, to be covered Feb. 4 from 4:30 to 5:30 p.m. NYT, the Bermuda Dunes Country Club in California. The tourney is a five-day event played over five different courses on five days.

The 10th annual Tournament of Champions will be played at the Desert Inn Country Club in Las Vegas, Nev. Only golfers who have won at least one major tournament during the past year are eligible for the four-day event, winding up with NBC-TV's coverage May 6 from 4:30 to 6 p.m. NYT.

(more)

2 - Accent on Golf

The Thunderbird Classic takes place at Upper Montclair (N.J.) Country Club. Being played this year for the first time, the tourney will reward the winner with \$25,000 -- one of the largest first prizes in golf. NBC-TV will carry the concluding hour of action June 10 from 5 to 6 p.m. NYT.

The 62nd annual National Open will be played June 14-16 at Oakmont (Pa.) Country Club, scene of three previous Opens. The starting field for the 72-hole classic will number 150 of the world's top professionals and amateurs. Only the low 50 scorers, plus ties for 50th place, will remain for the grueling 36 holes of play on the final day, June 16, when NBC-TV is televising the final holes from 4:30 to 6 p.m. NYT.

This will be the ninth straight year that NBC-TV is covering the National Open, the sixth straight for the Tournament of Champions and the first year for the Palm Springs and Thunderbird tourneys.

-----O-----

NBC-New York, 1/26/62

CAST AND CREDITS FOR 'ARSENIC AND OLD LACE' ON 'HALLMARK HALL OF FAME'

NBC-TV LIVE COLOR BROADCAST MONDAY, FEB. 5 (9:30-11 P.M. EST)

Tony Randall

Dorothy Stickney Mildred Natwick Tom Bosley George Voskovec

and

Special Guest Star

Boris Karloff

in

Joseph Kesselring's

"Arsenic and Old Lace"

Television Adaptation

by

Robert Hartung

Scenery:

Warren Clymer

Costumes:

Noel Taylor

Associate Producer:

Robert Hartung

PRODUCED AND DIRECTED BY

GEORGE SCHAEFER

Sponsor:

Hallmark Cards Inc.

Agency:

Foote, Cone and Belding

NBC Press Representative:

Noreen Sherlock (New
York); Bob Bowen
Hollywood)

* * *

(more)

CAST AND CREDITS FOR "THEY ARE A MYSTERY" (1944)
NEG-IV LIVE COLOR BROADCAST (1944)

THEY ARE A MYSTERY

Dorothy Stacey, William Powell, Tom Kelly, George E. Stone

and

General West Star

Boys' Harbors

in

"The Mystery of the ..."

"The Mystery of the ..."

"The Mystery of the ..."

by

Robert Montgomery

Robert Montgomery

Robert Montgomery

Robert Montgomery

Robert Montgomery

Robert Montgomery

Robert Montgomery

Robert Montgomery

Robert Montgomery

Robert Montgomery

Robert Montgomery

Robert Montgomery

Robert Montgomery

Robert Montgomery

Robert Montgomery

Robert Montgomery

Robert Montgomery

(over)

THE CAST

Mortimer Brewster	Tony Randall
Abby Brewster	Dorothy Stickney
Martha Brewster	Mildred Natwick
Teddy Brewster	Tom Bosley
Einstein	George Voskovec
Jonathan Brewster	Boris Karloff
Dr. Harper	Farrell Pelly
Officer Brophy	Dort Clark
Officer Klein	Nathaniel Frey
Elaine Harper	Dody Heath
Mr. Gibbs	Alan MacAteer
Lt. Rooney	Ralph Dunn
Mr. Witherspoon	Edward L. Cullen

* * *

THE STORY

Two apparently sedate old ladies, Abby (Dorothy Stickney) and Martha Brewster (Mildred Natwick), are addicted to lacing their home-made elderberry wine with arsenic and feeding it to their prospective roomers. A nephew, Mortimer Brewster (Tony Randall), frantically tries to prevent these "unkind" acts by his aunts. His antics and those of his brothers -- Jonathan (Boris Karloff) and Teddy (Tom Bosley) who, imagining himself to be Teddy Roosevelt, is forever charging up the staircase to San Juan Hill -- result in one of the modern theatre's best comedies. The original New York stage version of "Arsenic and Old Lace," produced by Howard Lindsay and Russell Crouse, had 1,444 performances, the fourth longest run in Broadway history.

-----o-----

NBC-New York, 1/26/62

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

January 29, 1962

ROBERT W. SARNOFF SAYS PROPOSED REGULATION OF TV NETWORKS
BY FCC IS 'UNNECESSARY,' 'UNWISE' AND 'UNWORKABLE'
- - -
NBC Board Chairman Speaks at FCC Hearing in Washington

WASHINGTON -- Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, declared here today that proposed regulation of television networks by the Federal Communications Commission is "unnecessary and unwise as a matter of principle and public policy, and unworkable as a practical matter."

Speaking at an FCC hearing, Mr. Sarnoff recalled that in May, 1960, the Commission had drafted and proposed a bill to give it such regulatory power, and that subsequent hearings, including the current one, had been held to develop "an adequate factual basis" for the actual rules the Commission would impose on networks.

"We cannot accept the premise that the public interest demands the regulation of networks, and that all that remains is to decide just how they should be regulated," the NBC Chairman said.

Pointing out that the development of audience interests is a process of "gradual evolution that sets its own pace," he emphasized that "the artificial stimulation of government prodding of broadcasters will not speed viewers to change their tastes."

Mr. Sarnoff said the issues of the present FCC hearing resolve themselves in the broadest sense into a question of basic social philosophy -- "how should the public interest be represented in broadcasting?"

(more)

"The answer, I submit, is by the public itself," he said, and added that the paramount idea of the democratic process is that "people themselves, given opportunity for choice, can best choose for themselves."

"Such a conception," Mr. Sarnoff said, "applies with particular force to the area of personal taste and to the media of expression which, like broadcasting, depend for their existence on their ability to satisfy public tastes and interests. Broadcasting, more than government or any other American institution, affords the public direct, swift and telling means of making its own decisions and registering its own preferences on a day-to-day -- indeed, hour-to-hour -- basis. And there is no type of program to which the public is not given reasonable and consistent opportunity to respond.

"Against this remarkably effective system of free choice, some would impose the centralized authority of government to determine what is good for the public to see and hear. I do not believe the public has delegated that right to any group. Certainly the Commission is not empowered to act as an agent for the public in this area, to speak for what the public should get. Rather, it is the Commission's role to see to it that broadcasters keep in touch with their audiences so that they can gauge the public's response to what they offer, and can build on that response."

Mr. Sarnoff said that programming goals of responsible broadcasters are "no lower than those the Commissioners might personally hold out." What is at issue, he said, is the method, degree and speed with which such goals can be achieved "as a greater volume and variety of serious, enriching and informative programming."

(more)

"The only effective method for winning these goals securely," he said, "is the method conscientious broadcasters now follow: to apply patience, skill and resourcefulness in exposing viewers to programs of this kind that will whet their taste for more. This is the art of wooing an audience, and like other forms of courtship, it depends for its success on the consent of the wooed. The audience must be captivated -- not made captive by government dictate. Indeed, nobody ever took an audience by force; nobody can make people watch television programs they do not want to see -- neither the government, the networks, the stations or the advertisers."

Mr. Sarnoff noted that the case for regulating network programming rests on the argument that affiliated stations -- which, as license holders, are responsible for all they broadcast -- do not participate in the creation of network programs occupying part of their schedules and have no advance knowledge of the details of network programs they broadcast.

"I know of no logic, law or policy that requires the licensee himself to create the programs for the service that is his ultimate responsibility," he said, "and affiliates' advance knowledge of the network programs they carry is certainly more extensive than the Commission might assume."

He pointed out that affiliates have a contractual veto power over network programs, that they use it extensively every week, and that they "obviously know enough about the programs to exercise it."

The NBC executive agreed that networks may be the most important source of programming for a station, and then asked:

(more)

"If the novel doctrine of program regulation at the source is to be adopted, does the Commission also propose to regulate the other sources of station programming -- the independent film producers and syndicators? If it is to go behind the station to the network, will it similarly go behind the network to the production companies from which the network obtains most of its entertainment programs?"

-----O-----

NBC-1/29/62

January 29, 1962

PARTICIPATIONS IN 'NBC WHITE PAPER' ON 'RED CHINA' SUNDAY, FEB. 25
SOLD TO BRISTOL-MYERS, MEAD JOHNSON, AND GULF AMERICAN LAND CORP.

Three national advertisers -- Bristol-Myers Company, Mead Johnson & Company, and Gulf American Land Corporation -- have purchased sponsorship in "NBC White Paper No. 10," entitled "Red China," on NBC-TV Sunday, Feb. 25, (10-11 p.m. EST), it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Mr. Durgin said the purchases are indicative of the growing interest among advertisers in sponsorship of NBC News TV specials and he noted the fact that Bristol-Myers had also participated in yesterday's (Jan. 28) "NBC White Paper No. 9," entitled "The Battle of Newburgh."

"Red China," to be produced by Fred Freed, will include a substantial amount of rare film footage -- the only known films shot in Red China this past year by a cameraman from a non-Communist bloc nation, and the only significant footage to come out of Red China since 1958.

The Bristol-Myers order was placed through Young & Rubicam Inc., the Mead Johnson order through Kenyon and Eckhardt Inc., and the Gulf American Land order through Paul Venze Assoc., Inc.

-----O-----

NBC RADIO NETWORK NEWS

January 29, 1962

STATION KXO OF EL CENTRO, CALIF., TO BECOME NBC RADIO AFFILIATE

Station KXO, El Centro, Calif., will become an affiliate of the NBC Radio Network, it was announced today by Thomas Knode, Vice President, NBC Station Relations. The agreement is effective Feb. 5, 1962.

KXO's corporate name is Radio Active Inc. Marc Hanan is General Manager. The station operates on a frequency of 1230 KC and 250 watts fulltime.

-----O-----

January 29, 1962

RENEWED ATTEMPT TO PLACE ASTRONAUT GLENN IN ORBIT
TO GET EXTENSIVE AND CONTINUOUS NBC NEWS COVERAGE

NBC News will broadcast live TV and radio coverage of the renewed attempt -- expected Thursday, Feb. 1 -- to place astronaut John H. Glenn Jr. into orbit from Cape Canaveral, Fla.

NBC's "American in Orbit" coverage will begin at 6:30 a.m. EST, a full-hour before scheduled launch time. At the Cape once again will be NBC News correspondent Roy Neal who served as anchorman for NBC's live coverage from the launch site last Saturday (Jan. 27).

Neal has covered all major U. S. space tests for NBC News and will be in New York the early part of this week planning coverage of Glenn's continued orbit attempt.

At the Cape this week is James Kitchell, director and associate producer, along with a film crew who will be editing and preparing material for the anticipated Thursday launch date.

NBC News is also planning a special news program the night of the launch to recap the event and present an outlook for future space projects.

NBC is prepared to remain on the air throughout Glenn's entire flight and until the astronaut is recovered. A live TV pickup from General Dynamics Astronautics in San Diego, Calif., will show the production line of the Atlas missile, Glenn's space vehicle. Other live pickups will include Arlington, Va., the astronaut's home; New Concord, Ohio, Glenn's home town; and the White House, where President Kennedy is expected to speak with Glenn after the flight.

2 - Orbit

NBC's coverage of Saturday's postponed flight was the longest continuous TV coverage of the event by a network -- from 6:30 a.m. until 11 a.m. EST.

The special program began on the "Today" show, appearing for the first time in its 10-year history on a Saturday. "Today" host John Chancellor toured NBC News' Orbit Central with Frank McGee, who anchored the orbit coverage from Studio 8-H in New York City.

At 7 a.m. EST, Neal carried the first live report from Cape Canaveral. With the countdown at "T minus 45," NBC cameras stayed with Project Mercury until Glenn was safely removed from the spacecraft.

When Glenn returned from the launch pad to Hangar "S" and a de-briefing, NBC-TV covered the scene live. After the postponement, NBC also carried live coverage of the National Aeronautics and Space Administration press conference. It was announced there that the man-shoot would be attempted no earlier than Thursday, Feb. 1.

NBC Radio presented live and continuous coverage of the event from 7:30 a.m. until 9:30 a.m., interrupting only for "News-on-the-Hour" broadcasts and the "World News Roundup" at 8:30 a.m. This coverage was carried live by the British Broadcasting Corporation.

* * *

'MONITOR' CARRIES FIRST BROADCAST OF MESSAGE FROM RANGER III

The first broadcast of a radio message from the Ranger III moon missile was carried on NBC Radio's "Monitor 62" yesterday (Jan. 28).

(more)

The sound of Ranger III's radio transmissions was broadcast as part of a report on the space probe on Frank McGee's three-hour news segment (7-10 p.m. EST).

McGee also interviewed Walter Larkin, one of the scientists analyzing the data received from Ranger III at the Goldstone Tracking Station at Barstow, Cal.

-----O-----

NBC-New York, 1/29/62

NBC RADIO AND TV NETWORK PROGRAM

PRESIDENT KENNEDY'S NEWS CONFERENCE
ON NBC'S TV AND RADIO NETWORKS

President Kennedy's news conference
Wednesday, Jan. 31, will be recorded and presented
the same day on the NBC-TV Network at 5-5:30 p.m. EST
and on the NBC Radio Network at 5:05 p.m. EST to
conclusion.

NBC-New York, 1/29/62

NBC TELEVISION NETWORK NEWS

January 29, 1962

Attention, Sports Editors

JOE GARAGIOLA AND BOB WOLFF TO BE SPORTSCASTERS
FOR 50-GAME 'MAJOR LEAGUE BASEBALL'
SCHEDULE ON NBC-TV NETWORK

Joe Garagiola and Bob Wolff will be the sportscasters when the NBC-TV Network televises "Major League Baseball" games on Saturday and Sunday afternoons during the 1962 season, NBC Sports Director Tom S. Gallery announced today.

This will be the second season that Garagiola, a former National League catcher, is handling the commentary for the NBC-TV sportscasts.

Wolff -- who for 15 years broadcast the games of the Washington Senators (who last year became the Minnesota Twins) -- replaces Lindsey Nelson as the play-by-play announcer. Nelson is joining New York's new National League team, the Mets, as a TV commentator.

"Major League Baseball" launches a 50-game schedule on Saturday and Sunday, April 14 and 15. The games will be televised coast-to-coast, but will not be carried by stations in major league markets or in certain other areas restricted by major league team agreements. Teams from both the National and American Leagues, including all the pennant contenders, will be seen on NBC-TV during the campaign. This will be the network's sixth year of "Major League Baseball" coverage.

(more)

Both sportscasters were among the World Series commentators selected by Baseball Commissioner Ford C. Frick last Fall. Garagiola was one of the television announcers and Wolff reported on radio -- both on NBC.

Last year marked the third time Wolff has broadcast the Series. Other assignments on NBC include post-season football games (Blue-Gray and U. S. Bowl games this past season) and professional and college basketball contests. Among other sportscasting credits are college and professional football, and a variety of events from New York's Madison Square Garden, including hockey, basketball, the National Horse Show and the Westminster Kennel Club Dog Show. A native of New York and for many years a resident of Washington, D. C., Wolff now lives in Scarsdale, N. Y., with his wife, Jane, and three children, Bobby, 13; Ricky, 10, and Margy, nine.

Garagiola was a catcher for four teams during nine seasons in the National League. Since retiring after the 1954 campaign, he has been a TV broadcaster for the St. Louis Cardinals, the team with which he broke into the big leagues in 1946. He was a World Series catcher that first season.

Garagiola has become a favorite raconteur along the Winter-time banquet circuit and is the author of a book, "Baseball Is a Funny Game." He has appeared frequently on NBC-TV's "Jack Paar Show," and is the baseball expert on the "Today" show. A native of St. Louis, he resides there with his wife, Audrie, and three children, Joe Jr., 11; Steve, six, and Gina, two.

-----O-----

NBC-New York, 1/29/62

NBC COLOR TELEVISION NEWS



January 29, 1962

'HALL OF FAME' TO REPEAT 'GIVE US BARABBAS,' HIGHLY
ACCLAIMED COLOR DRAMA, PALM SUNDAY ON NBC-TV

"Give Us Barabbas," the widely-acclaimed religious drama televised in color on Palm Sunday last year by NBC-TV's "Hallmark Hall of Fame," will be repeated on Palm Sunday, April 15 (6-7:30 p.m. EST).

Henry Denker's original television play, recorded on tape, stars James Daly as Barabbas, the criminal whose life is spared when Christ is condemned; Kim Hunter as Mara, the woman who loves Barabbas, and Dennis King as Pontius Pilate.

Producer-director George Schaefer said that NBC-TV, the sponsor, Hallmark Cards Inc., and his own Compass Productions staff received more individual mail commending the program and asking that it be shown again, than was received following any other presentation in the 11 years that the Hallmark series has been on television.

Denker, who has long specialized in religious writing, was the author, producer and director of the award-winning radio series, "The Greatest Story Ever Told," which was later the subject of a motion picture.

His television drama is a story of what might have happened to Barabbas after Pilate, heeding the mob's cries to "Give Us Barabbas," releases him and orders Jesus delivered for crucifixion.

(more)

2 - 'Give Us Barabbas'

"Hallmark Hall of Fame" has presented a number of outstanding productions with religious themes during past Easter seasons, including "The Green Pastures" and "The Cradle Song."

Robert Hartung is Schaefer's associate producer, Warren Clymer is set designer, and Noel Taylor designed the costumes for "Give Us Barabbas."

-----O-----

NBC-New York, 1/29/62

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

January 30, 1962

AUDIENCE RESEARCH SHOWS 'WIDE DIVERGENCIES' BETWEEN WHAT PEOPLE
SAY THEY WANT IN TV SHOWS AND WHAT THEY ACTUALLY VIEW,
HUGH M. BEVILLE JR. SAYS AT FCC HEARING

WASHINGTON -- Television audience research has demonstrated that there are "wide divergencies" between what viewers say they want to watch and what they actually watch when they have a wide variety of choice, Hugh M. Beville Jr., Vice President, Planning and Research, for the National Broadcasting Company, told a Federal Communications Commission hearing here today.

Mr. Beville cited the findings of two recent studies in this field, designed to test the research method of surveying audience opinion. The first was part of a study of educational television conducted by the University of Oregon under a grant from the United States Department of Health, Education and Welfare. The second was an experiment conducted for NBC in Pittsburgh.

"These studies," he said, "like similar ones conducted over the years, establish clearly that there is a considerable difference between what people say and what they do, and that as a rule, most of them do not practice at the television dial what they preach to the pollster."

The University of Oregon study found that out of the 1,024 persons interviewed, 94 indicated that a "major complaint" about television was "the lack of program variety," Mr. Beville reported. The

(more)

analysis made of the viewing performance of these 94 who complained of lack of variety demonstrated that they "viewed fewer program categories than those who did not make this demand," On the basis of comparisons such as these, the authors of the study concluded that "there is a singular difference between what people say they want in television programs and what they actually use."

Similar evidence resulted from the experiment recently conducted for NBC in Pittsburgh, Mr. Beville said.

Pittsburgh was selected because it is served not only by three commercial VHF television stations, but also by a full-time VHF non-commercial educational station, WQED, which has been in operation since 1954.

"We sought in this manner to get a situation where a full and equal choice would be available to viewers for a wide range of informational, cultural and entertainment offerings," he said.

The Pittsburgh study was made by the American Research Bureau, the major practitioner of the diary panel method, which compared viewers' statements of their program preferences with the actual viewing behavior of the same people.

Of the test sample, 51 respondents -- or 76 percent -- agreed with the statement that: "There ought to be more educational programs on TV." However, only two of the 51 viewed the educational station at any time during the entire week of the diary, Mr. Beville said. Whereas 96 percent of the test sample agreed that: "Nearly everybody can get something out of educational TV," only 6 percent of them watched WQED in the diary week -- 94 percent did not view a single program on the educational television station.

(more)

One of the survey questions listed various types of educational and informational programs and asked the respondents to state which of these they would watch if the programs were on television at a convenient time. When the results were tabulated and compared with the respondents' actual viewing, Mr. Beville reported, they showed the following:

Sixty-four percent said they would like to watch documentary films. However, 47 percent of those expressing a preference for this type of program did not watch any of them, and the average for those who did view them was three out of the 16 quarter hours.

General Panel Discussions was a program type which 49 percent said they would like to watch, but fewer than one-third of this group actually watched any panel discussion, despite the fact that there were 29 quarter hours broadcast during the diary week.

The study showed that 45 percent of the sample audience said they would like to watch programs on philosophy, while 34 percent told the interviewers they would like opera. None of these people watched these program types, even though an hour of each was broadcast during the diary week.

"The evidence of these two studies is highly pertinent in considering one of the criticisms of the use of rating services," Mr. Beville said. "It is sometimes argued that our research does not adequately reflect what people really want from television but merely how they respond to what is already available."

(more)

"There is no basis," he continued, "for the assumption that the offerings of television are so limited in scope that we lack evidence as to how the public would like program material that is now presumably lacking. The fact is that by presenting programs of virtually every conceivable type and giving the audience an opportunity to respond, we have developed over the years a considerable body of research establishing clear guidelines as to the audience potential of any kind of program, whether or not it may figure frequently or significantly in any current schedule."

He pointed out that ratings are but one of an array of research techniques designed to obtain information about audience behavior. Other areas of research which help guide programming action and decisions, he said, consist of "a wide range of individually commissioned audience studies, some broad in scope, and others pinpointed to specific programs or specific aspects of a program."

"In all these ways," Mr. Beville said, "audience research supplies significant information for use in the program process, and NBC devotes a major effort to it, in terms of expenditure of money and manpower. However, it is only a tool and an analytical instrument. Its findings are only one of many factors which enter into management consideration in the making of program decisions."

-----O-----

NBC-1/30/62

January 30, 1962

NBC HAS ENGAGED A LEADING RESEARCH FIRM FOR EXTENSIVE FIELD SURVEY
ON INFORMATIONAL AND CULTURAL TV PROGRAMS FOR YOUNG PEOPLE,
NBC'S HUGH M. BEVILLE JR. ANNOUNCES AT FCC HEARING

WASHINGTON -- The National Broadcasting Company has commissioned a leading research organization to undertake an extensive field survey relating to informational and cultural television programming for young people, it was announced today.

Hugh M. Beville Jr., Vice President, Planning and Research, NBC, told a Federal Communications Commission hearing here that the research study, now under way, is directed toward "answering questions" for future program plans.

"In order to provide our program planners with a firm informational basis upon which to develop creative contributions," Mr. Beville said, "we have engaged Eugene Gilbert & Co., a firm with great experience in this field to undertake an extensive field survey to determine interest and information levels and activity patterns of various age groups."

In this study, the network is not "asking the children to tell us what they want" in the way of programming. "Rather, we seek to develop a body of knowledge regarding children of various ages -- the range and degree of their interests and their hour-by-hour availability for viewing," Mr. Beville said. "The creative people will then be able to plan and develop programs based on these factors."

(more)

Informational and cultural programming for young people is a field which presents "extraordinary difficulties, particularly for a network," Mr. Beville said. Apart from the fact that many of the viewing hours when youngsters are available for television are occupied by local instead of network programs, Mr. Beville said the most difficult problems in designing children's information programs are "the ability to discriminate between the needs, interests, and audience potential of children of various age groups," and "the ability creatively to fashion informational programs which by their subject matter and treatment will be appealing enough to attract substantial audiences of young viewers who typically tune to light entertainment."

A second current program planning survey, which is being conducted by Louis Harris & Associates, is designed to probe for information that will help NBC News in planning a series on the subject of Democracy vs. Communism.

"In order to know at what level to develop the show, we were asked to obtain information on the public's present knowledge of and attitudes toward various aspects of international Communism and of the Communist movement in this country," he said.

"Prior to conducting the study, we made an extensive search of all possible literature on the subject and were surprised to find a paucity of data in this field. The study we are conducting should be an important contribution to our program producers and planners in determining the level and content of the contemplated series."

In the case of both of these planning studies, it is too early to know the results, or what type of action on the part of the program planners may be indicated, Mr. Beville said. "Nevertheless, it is our conviction that these efforts will improve our capabilities in the two areas concerned, by developing accurate and up-to-date information which is not now available," he added.

January 30, 1962

EXPANDING EFFORTS FOR MORE AMBITIOUS AND DIVERSIFIED PROGRAMMING
HAVE BURDENED TV NETWORKS WITH SHARPLY RISING COSTS AND RISKS,
NBC'S WALTER D. SCOTT TELLS FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON -- Expanding efforts to present more ambitious and diversified programming have burdened all three television networks with sharply rising costs and risks, Walter D. Scott, Executive Vice President, NBC Television Network, said yesterday before the Federal Communications Commission.

These efforts, he added, have also resulted in slimming the combined profits of the three networks. Mr. Scott demonstrated these "realities of the economics of networking" with figures developed from FCC financial data on the industry's operations.

Mr. Scott's survey of networking economics came in a far-ranging presentation in which he denied charges of detrimental advertiser influence on television programming and questioned the effectiveness of a theoretical proposal under which advertisers could not select the programs in which their commercials appear.

He pointed out that although television's effectiveness as a national advertising medium has resulted in substantial and continuing increases in network sales volume, the networks' costs for programming have increased even faster. The result has been a substantial annual deficit in program revenue, which rose to \$118.6 million for 1960, the most recent available annual figure. After applying these deficits from

(more)

networks' program operations to their revenue from time sales, the result was a drop in after-tax profits from \$20.8 million in 1956 to \$16.1 million in 1960 for the three networks combined.

Not only has network profit steadily declined as a result of the economic burden networks assume in providing a diversified program service, Mr. Scott said, but the networks' share of total industry profits has also declined -- from almost 23 per cent in 1956 to less than 14 per cent in 1960.

"It is true," he said, "that the network companies each own five television stations, which are profitable. It is the profit from these stations that permits the company to assume the risks and commitments it does in developing and maintaining a program service in the network part of its business. However, the profitability of these stations does not result from the fact that they are owned by a network company -- it stems from the network program service available to them. Independently owned affiliated stations in comparable markets would be as profitable and perhaps even more so."

On the issue of advertiser influence, Mr. Scott pointed out that the diverse objectives and tastes of advertisers themselves made for a wide variety of program types they chose as advertising vehicles.

"But far more important," he added, "the elements of diversity and balance in the NBC schedule are not left to the needs or wishes of advertisers. NBC plans and presents programs needed for a balanced service whether or not we are certain of sponsorship."

As to alleged advertiser "censorship" of program content, Mr. Scott said:

(more)

"Those who seem preoccupied with this issue choose to overlook the area in which any such tampering would involve the greatest substance, sensitivity and consequence. That is the area of news and public affairs, in which the networks come to grips regularly with issues that are highly charged with emotion and controversy...In my opinion, the absolute separation between any advertising influence and the program content of network journalism could serve as a model for many newspapers and magazines."

A proposed version of the "magazine concept," whereby advertisers' commercials would be placed on a rotating basis throughout the entire schedule, Mr. Scott said, "would be similar to forcing all magazine advertisers to place their ads in a combination of publications that might include Time, the New Yorker, Look, Sports Illustrated and the Antioch Review, without regard for their compatibility with specific advertising objectives..."

"Far from assuring improvement of television, it would greatly damage the medium's advertising and programming effectiveness by forcing commercials into inappropriate vehicles and consequently driving many valuable advertisers away from it and markedly limiting its scope."

Mr. Scott went through the whole NBC nighttime television schedule, program by program, describing the interplay of various factors in determining each major decision in composing the schedule. The total result, he said, was a well-balanced schedule derived from a variety of different creative sources.

"The negotiations with program suppliers, talent agents, advertisers and advertising agencies which were required both before and after the final decisions took many months," he said. "Meetings

(more)

between the interested parties frequently took place in an atmosphere of tension; acrimonious disagreement was not uncommon.

"When all the decisions had been made, we had a viable program schedule, but large parts of that schedule were barren of sponsorship. The network had committed itself to programming that would be offered to its affiliated stations, whether sold or sustaining, and it was now necessary for the network to find more than \$200 million in advertising revenue in order to break even...

"It is simple and tempting, as portions of the record of this inquiry demonstrate, to voice subjective views of what television is and what it is not and what it ought to be. It is quite another matter to meet daily the objective realities of an industry that demands private financing for its support, entails vigorous competition and depends for survival on public acceptance."

-----O-----

NBC-1/30/62

January 30, 1962

COMPLETE SPONSORSHIP ANNOUNCED FOR NBC-TV'S
COVERAGE OF FOUR MAJOR GOLF TOURNAMENTS

Complete sponsorship of NBC-TV's coverage of four major golf tournaments, ranking NBC-TV as the leading network in the presentation of championship golf, was announced today by Richard McHugh, Manager, Sports and Special Program Sales, NBC Television Network.

Three companies -- Ford Motor, Humble Oil & Refining, and Wilson Sporting Goods -- purchased sponsorship in NBC-TV's coverage of the Palm Springs Golf Classic, the Tournament of Champions, the National Open Golf Championship and the Thunderbird Golf Classic Invitational Tournament.

NBC-TV also broadcasts "All-Star Golf," a weekly color series, Saturdays (5 to 6 p.m. NYT, sponsored by Reynolds Metals Co. and Kemper Insurance Group.)

Wilson Sporting Goods Company purchased entire sponsorship of NBC-TV's coverage of the Palm Springs Golf Classic at Bermuda Dunes Country Club in California Sunday, Feb. 4 (4:30 to 5:30 p.m. NYT), one-half sponsorship in the Tournament of Champions broadcast from the Desert Inn Country Club, Las Vegas, Nev. Sunday, May 6 (4:30 to 6 p.m. NYT) and one-half sponsorship in the National Open Golf Championship broadcast from the Oakmont (Pa.) Country Club Saturday, June 16 (4:30 to 6 p.m. NYT).

(more)

2 - Golf

The Ford Motor Company will sponsor coverage of the Thunderbird Golf Classic Invitational Tournament at the Upper Montclair (N.J.) Country Club Sunday, June 10 (5 to 6 p.m. NYT).

The Humble Oil & Refining Co. purchased one-half sponsorship in the Tournament of Champions broadcast and one-half in the National Open Golf Championship broadcast.

The Wilson Sporting Goods company order was placed through Campbell-Mithun Inc., the Ford Motor order through J. Walter Thompson Co. Inc., and the Humble Oil & Refining order through McCann-Erickson, Inc.

-----O-----

NBC-New York, 1/30/62

NBC TELEVISION NETWORK NEWS

January 30, 1962

MACHINE GUN MOUNT WILL BE USED BY NBC-TV TO KEEP MISSILE
CENTERED ON TV CAMERA IN ASTRONAUT GLENN'S ORBIT ATTEMPT

A machine gun mount will be utilized by NBC-TV to televise live the orbit attempt of astronaut John H. Glenn Jr. as his space craft lifts off the launch pad at Cape Canaveral, Fla.

The orbit attempt, expected Thursday, Feb. 1, will be broadcast by NBC-TV beginning at 6:30 a.m. EST, an hour before launch.

The machine gun mount comes to NBC through the courtesy of the Air Photographic and Charting Service at Orlando (Fla.) Air Force Base.

An NBC-TV camera will be mounted on a bracket that once carried a .50-caliber machine gun. An Air Force technician, trained to track missiles, will be guiding the TV camera, keeping the Atlas missile centered on camera as Glenn begins his space journey.

The mount is located on the press site at Cape Canaveral, 8,000 feet from the launch pad.

-----O-----

NBC COLOR TELEVISION NEWS



January 30, 1962

NBC COLOR DAY AND NIGHT MARCH 14
-- --
Network to Present 11 Hours of Color Broadcasts

Eleven hours of color broadcasts -- including the network's entire nighttime, prime-time schedule -- will highlight a Color Day and Night on NBC-TV Wednesday, March 14.

From the start of "Continental Classroom" to sign-off after "The Jack Paar Show," more than 70 percent of the network's schedule on that date will be broadcast in color. Seven programs normally broadcast in black-and-white -- including "Purex Special for Women," "Wagon Train" and "The Joey Bishop Show" -- will be presented in color on this occasion.

The color programming schedule follows (all times EST, except where "local time" is designated; asterisk denotes programs normally broadcast in black and white):

6-6:30 a.m. (local time)	-- "Continental Classroom" course in Contemporary Mathematics
6:30-7 a.m. (local time)	-- "Continental Classroom" course in American Government
10-10:30 a.m.	--*"Say When"
10:30-11 a.m.	-- "Play Your Hunch"
11-11:30 a.m.	-- "The Price Is Right"
11:30 a.m.-12 noon	--*"Concentration"
12 noon-12:30 p.m.	-- "Your First Impression"

(more)

2 - NBC Color Day

12:30-12:55 p.m.

--*"Truth or Consequences"

2-2:25 p.m.

-- "The Jan Murray Show"

3-4 p.m.

--*"Purex Special for Women"

(title and cast to be announced)

4:30-4:55 p.m.

--*"Here's Hollywood"

7:30-8:30 p.m.

--*"Wagon Train"

8:30-9 p.m.

--*"The Joey Bishop Show"

9-10 p.m.

-- "Perry Como's Kraft Music Hall"

10-10:30 p.m.

-- "The Bob Newhart Show"

10:30-11 p.m.

-- "David Brinkley's Journal"

11:15 p.m.-1 a.m.

-- "The Jack Paar Show"

(NOTE: In many areas, the schedule on March 14 will be supplemented by local station color broadcasts.)

-----O-----

NBC-New York, 1/30/62

January 30, 1962

EXECUTIVE SECRETARY BY DAY, ACTRESS BY NIGHT

"I live in constant fear that I shall lose a superb secretary," says Edward Stanley, NBC Director of Public Affairs. "I think she only works with me so she can afford to play in off-Broadway productions."

The young woman leading the double life is Roxie Roker -- executive secretary by day, actress by night. She recently gave her 250th performance in the featured role of the Queen in "The Blacks," the Jean Genet drama on view at St. Mark's Playhouse in New York City.

Miss Roker joined NBC after graduation from Howard University in Washington, D. C., where she majored in drama. Since 1958 she has been secretary to Mr. Stanley. He speaks of her acting as warmly as he does of her secretarial ability.

"She is a real smasher," he says. "There is no question about it. She seems to me to dominate the production with her voice and gestures. Her voice is absolutely magnificent, loveliest in the show. If she is offered a big part in a Broadway play, I think I am in danger of losing her."

Although she gives eight performances a week in "The Blacks," Miss Roker has no need for time off for mid-week matinees. "The Blacks" gives its early shows on Saturdays (at 7) and on Sundays (at 3). In addition to the Jean Genet drama, she has appeared in an off-Broadway production of three one-act plays by Eugene O'Neill.

(more)

As a member of the Howard Players, she had a leading role in the first American production of Albert Camus' "Cross Purpose." She made a highly successful three-month European tour with the university theatre group, which performed Ibsen's "The Wild Duck" as well as "Mamba's Daughters" in Norway, Sweden, Denmark and Germany.

There is one drawback in her double life, Miss Roker admits, and that is that it cuts into her social activity. The work schedule is a crowded one. Leaving the office at 6 p.m., she takes the subway home to Brooklyn, has dinner with her family, changes into slacks, drives back to Manhattan to the theatre. Usually she is home again by 11:30. At 8 the next morning her alarm rings, for the office day must start by 9:30.

Weekends, with no office duty but with four performances of the Genet play on her agenda, Miss Roker somehow finds time for study with a singing coach. She has sung professionally in nightclubs both in New York and Montreal.

Miss Roker was born in Miami, Fla., and has lived most of her life in New York City.

-----O-----

NBC-New York, 1/30/62

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

January 31, 1962

DIVERSITY OF NBC-TV PROGRAM STRUCTURE OUTLINED BY MORT WERNER--
NBC-TV PROGRAMMING VICE PRESIDENT SPEAKS AT FCC HEARING

WASHINGTON -- The diversity of the NBC program structure for the past ten years and particularly during the current season was outlined here yesterday by Mort Werner, Vice President, NBC-TV Network Programs, before the Federal Communications Commission.

Answering allegations that "program balance" is lacking in television, Mr. Werner provided statistics that "establish our programs span a wide variety of types and that there is no single category which is heavily overweighted."

Using November, 1961, as a sample month, Mr. Werner noted that during an entire weekly program schedule of 92 1/4 hours, there were 20 separate program categories represented on the NBC Television Network.

"In the overall schedule," he said, "programs in the News, Documentary and Talks and Discussion categories total 24.3 percent of the total hours. The highest single category, Audience Participation, is 19 percent of the schedule; News alone is 15.7 percent, and only one other category (Variety General) exceeds 10 percent.

"In the evening time periods, there were 34 different programs in 14 separate categories. The highest number of programs in any one category was six. Only three other categories had as many as four programs. There was only one category in which the hours of programming

(more)

exceeded 20 percent of the weekly total -- General Variety -- because of the 'Jack Paar Show.' The next highest categories were Western, Suspense-Mystery and News."

The program executive also referred to the variety of special programs presented on NBC-TV in November, including "Vincent Van Gogh: A Self Portrait," Project 20's Biography of U. S. Grant, a memorial program in honor of House Speaker Sam Rayburn and "Victoria Regina."

"The depth and broad-ranging character of our special programs lend a strength to our schedule which can never be reflected in statistics," he said. "The true character of the NBC program service can only be realized by a study of the tremendous amount of special programming interwoven with the regularly scheduled features of unusual interest."

On the subject of the advertiser, Mr. Werner emphasized that "for the most part, changes suggested or insisted upon by the advertiser are not significant insofar as basic program content is concerned."

"A cigarette sponsor bans cigar smoking," he said. "An automobile manufacturer doesn't want an auto accident in the story; a manufacturer of bathroom fixtures sold through plumbing supply dealers specifies that no jokes about plumbers are to be used. These requirements do not really interfere with the entertainment objective of the programs or with their creative integrity. We have learned to accommodate our operations to this type of request and, although they may seem petty or unreasonable to someone not intimately involved in the business, they are not significant in what the public gets in its entertainment program."

Noting the many dramatic programs scheduled on NBC-TV this season on such series as the "Dick Powell Show," "Du Pont Show of the

(more)

Week," "Hallmark Hall of Fame" and "Theatre 62," Mr. Werner said he felt the record was clear that drama -- "including 'meaningful' drama" -- is not being neglected on NBC.

"Classification as 'meaningful' drama does not itself give a program special value or distinction," Mr. Werner said. "To paraphrase an eminent dramatist, 'the show's the thing,' and in this sense, there have been many so-called 'meaningful' dramas that have been artistic failures as well as audience failures."

He pointed out three practical limitations on the extent to which "meaningful" dramatic programs can be presented. One, he said, is the creative limitation -- the availability of writers and themes to support a continuing series of high quality. It is the kind of limitation, he said, that would afflict a group of novelists called upon to turn out socially significant novels of high craftsmanship at the rate of one a week. Another limitation stems from the fact that "meaningful" drama presentations do not have broad appeal. The third limitation is economic, Mr. Werner said, resulting from talent fees and production costs which have soared since the days "when drama represented such a large, and even disproportionate, part of the schedule."

"Within the creative, audience and economic limitations I have described," he said, "we have been actively exploring all opportunities to add programming in this category to our schedule, but we want it to be effective programming and successful programming and not just programs for the sake of doing 'meaningful' drama."

(more)

Mr. Werner pointed out that the limitations he cited were not confined to television. "During the 1960-61 (theatrical) season," he said, "there were only 46 productions on Broadway -- a little more than enough, incidentally, to program a weekly television series for a full season. Of these, the majority were light comedies and musicals, and as usual, more than two-thirds of the productions were failures. Counting hits and flops alike, there were barely more than half a dozen plays of serious intent throughout the whole theatrical season."

-----O-----

NBC-1/31/62

January 31, 1962

NBC-TV NETWORK ACCEPTS OR REJECTS PROGRAMS ON MERIT ALONE
AND POTENTIAL FOR SUCCESS, REGARDLESS OF FINANCIAL
INTEREST, JAMES A. STABILE TELLS FCC HEARING

WASHINGTON -- The NBC Television Network accepts or rejects programs on their merit alone and potential for success, regardless of whether NBC has a financial interest in them, James A. Stabile, Vice President and Associate General Attorney of NBC, stated here yesterday before a Federal Communications Commission hearing.

Mr. Stabile emphasized that "NBC does not select programs for inclusion in its schedule on the basis of the financial interest which it has been able to obtain in the property." He said that financial interest in a program was a marginal factor, far outweighed by the profit or loss involved in "getting the right program into the right time period."

Earlier, Walter D. Scott, Executive Vice President, NBC Television Network, had testified that "NBC seeks a financial interest only in programs that are developed, produced or scheduled at its cost or risk."

Mr. Stabile noted there were many instances in which NBC has replaced a show in which it had a financial interest with a show in which it had none.

He said the current NBC-TV evening schedule shows a trend away from advertiser-supplied programs toward a greater number of programs supplied by packagers. He said that of all programs now regularly

(more)

scheduled in the 6-11 p.m. time periods on NBC, only four -- representing 7 percent of the total hours in the schedule -- are supplied by advertisers.

This trend, he said, resulting from the changing needs of advertisers and the changing patterns of network advertising, has an important bearing on the whole subject of network financial interests. Far from benefiting the networks financially, he said, the new trend has "vastly increased their risk in programming costs."

"This is because the network must assume the responsibility of furnishing a continuing schedule of programs," he said. "The programming produced for NBC by packagers involves the principal areas of risk because it is extremely rare to have a new show which NBC has obtained from a packager sold out in advance of NBC's commitment for the show.

"Instead, NBC has to make enormous commitments in advance to obtain the program -- running about \$2,500,000 for a 26-episode commitment of an hour show -- and then seek sponsors to support it. It runs the risk that the program will be only partially sold, or will be sold at prices which do not recover its costs, and in the meantime, it has contracted to finance the production. It also runs the risk that the program may have to be scrapped and it will have to continue paying for the remaining unused episodes."

Mr. Stabile said that these risks are less in the case of a program furnished by an advertiser, because such a show is sold before it is scheduled. But even in this case, he said, there may be a network risk if, for example, an advertiser offers NBC a program, but can afford to sponsor only part of the series and asks the network to assume the risk of finding a sponsor for the remainder.

(more)

Another factor contributing to the network's increasing risks, Mr. Stabile said, is the growth of participating sponsorship. He said that in the earlier years of TV when single or alternating sponsorship was the prevailing pattern of network advertising, the network could reduce its financial risk through the sale of its programs to a relatively small number of sponsors for a relatively long-term commitment.

"With the growth of participating sponsorship, involving as it does a larger number of sponsors, some of them for relatively short commitments, the financial risk involved has increased -- not only in terms of dollars but also in terms of continuing sales efforts in obtaining new sponsors for unsold participations," he said.

-----O-----

NBC-1/31/62

Time: NBC-TV Network Saturdays, 12:30-1 p.m. EST,
starting Feb. 3

Moderator: Dr. James McBath, Associate Professor of
Speech and Director of Forensics at
University of Southern California.

Format: Live debates on vital topics of the day
between some of the country's top collegiate
debating teams, leading to a national
television debate championship. Two
debate teams, of two students each, will
compete each week. For the first eight
weeks, 16 top teams from different parts
of the country, designated by the American
Forensic Association, will compete. The
winners of these matches will then return
to compete in four quarter-final debates.
The winners of these contests will then meet
in two semi-final debates. A final match
will decide the national television debate
championship.

Produced by NBC News and Public Affairs in association
with the American Forensic Association and
the American Student Foundation..

Executive Producer: George A. Heinemann

Producer: Blair Chotzinoff

Director: Frank Pacelli

Unit Manager: Phil Melillo

Set Designer: Merrill Sindler

Origination: Live from NBC-TV's New York studios.

NBC Press Representative: Stan Appenzeller, New York.

